

# Fundamental Courses

## International Trade & Business

### 2020 Fall Semester

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## STRATEGY & GOVERNANCE

### 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

### LEARNING OBJECTIVES

- to familiarise 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

International Trade Techniques	Subjects
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

### METHOD

- Continuous Assesment (50 %)
- Exam (50 %)

## **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%

## DROIT INTERNATIONAL

### OBJECTIFS DU COURS

- savoir produire une offre commerciale
- réaliser un contrat simple
- prévenir les litiges liés aux contrats commerciaux en droit international et droit européen

### PLAN DES SÉANCES

<b>Droit international</b>	<b>Sujets</b>
<b>Séance 1</b>	Les modes de règlements des différends commerciaux internationaux
<b>Séance 2</b>	Les contrats commerciaux et les conventions internationales
<b>Séance 3</b>	Le commerçant en droit international privé
<b>Séance 4</b>	L'acte de commerce, le fonds de commerce, la nationalité des sociétés
<b>Séance 5</b>	La primauté du droit européen et le rôle de la CJCE sur les Etats-membres



## **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

### **COURSE OBJECTIVES**

- understand the future trends & the challenges International HR have to face
- articulate International Human Resource Management (IHRM) main issues such as :
  - talent management (recruitment & staffing)
  - organisation and international team building
  - performance management (people review, motivation)
  - expatriation & mobility
- integrate the cross-cultural approach and the international people management issues
- develop the student's cultural awareness

### **COURSE STRUCTURE**

#### **SESSION 1 – AN INTRODUCTION TO IHRM**

- Group discussion on international experiences
- IHRM definitions
- Culture introduction

#### **SESSION 2 – WORKING IN AN INTERNATIONAL CONTEXT**

- The market trends & the HR challenges
- The organizational context
- The cross-border alliances
- The international staffing

#### **SESSION 3 – CULTURES AND ORGANIZATIONS**

- Group presentations

#### **SESSION 4 – HOW TO MANAGE DIVERSITY**

- Cultural intelligence
- The motivation interview exercise

#### **SESSION 5 – THE HR STRATEGIES**

- The international compensations
- The process of repatriation
- The industrial relations
- Performance management

## MISSION EXPORT / EXPORT ASSIGNMENT

### COURSE OBJECTIVES

The objectives of the module are:

1 – **To provide assistance to SMEs/SMIs** that want to develop their business in foreign markets, by doing support processes such as:

- **A country implementing research** (cultural, legal, financial and transactional aspects, risk reports ...)
- **Market research/Marketing study**
- **Supplier research**
- **Partner research**

2 – **To apply the BACHELOR Programme knowledge:**

- Marketing: studies, international, evaluation and strategic diagnosis....
- International Trade Techniques and International Law
- Foreign languages.....

### COURSE STRUCTURE

Students will have to:

- Understand the entire process: from the tools for the **demand analysis** to the **restitution of the recommendations**.
- Mobilize a strong capacity for **data search** and **synthesis of the information**.
- Practice these techniques in **foreign languages**

Material resources:

- Provision of **computer rooms for telephone** (including foreign)
- Documentation center resources

### ASSESSMENT

**A score out of 20** will be awarded by the company and the school, split up as follows:

- Written report = 50% of the overall mark
- Oral defence = 50% of the overall mark

These 2 marks are weighted by the partner company's appreciation for the work provided.