

International Business Programme 2015 – 2016

Exchange and non-exchange students

This document contains provisional information about courses for the 2015-2016 academic year.

Autumn Semester/ Semester 1 (September – December 2015)

BACHELOR LEVEL

Taught in English	Credits
Basic Accounting	4
Business Ethics	4
Business Models	2
Corporate Finance	4
Cross Cultural Management	4
Fundamentals of Marketing and Sales	4
Development of Entrepreneurial Projects I (only for exchange students who study at ESDS for the whole academic year)	2
Digital Marketing	4
Economics and Social Ethics	4
Entrepreneurial Opportunities and Creativity	2
European Union	4
Financial Analysis	4
France in 21 Century	4
History of Economic Thought and Economic Facts	4
Human Resources Management	4
Industrial Organisation and Economic Dynamics	4
Integrated Communication Campaigns	4
International Business Law	3
International Business Negotiation	4
International Finance	4
International Marketing	4
Introduction to Law	2
Introduction to Management of Information Systems	4
Marketing Strategy	4
Organisation and Innovation	4
Organisational Behaviour and Management	4
Social and Economic Policies	2
Statistics and Operations Management	4
Statistics and Probability	4
Strategic Business Management	4
Tax and Business Law	4

French classes specifically for IBP students	Credits
French Language	4
Gestion des Ressources Humaines	5
Management Intercultural	5
Francais des Affaires	5

Spring Semester/ Semester 2 (January – May 2016)

BACHELOR LEVEL

Taught in English	Credits
Contemporary Macroeconomics	4
Corporate Finance	4
Cost Accounting	4
Cross Cultural Management	4
Development of Entrepreneurial Projects II (only for exchange students who study at ESDS for the whole academic year)	4
Digital and Innovation Marketing	4
Economic and Societal Responsibilities	4
European Union	4
Financial Management	4
Financial Mathematics	4
France in 21 Century	4
Human Resource Management	4
Individuals, Culture and Societies	4
Integrated Communication Campaigns	4
International Business Negotiation	4
International Business Strategy	4
International Finance	4
International Marketing	4
Introduction to Common Law	3
Introduction to Entrepreneurship and Entrepreneurial Processes	4
Market Research	4
Social and Penal Law	4
Strategic Business Management	4

Taught in French	Credits
French Language	4
Management des Ressources Humaines	5

International Business Programme, Bachelor Course Descriptions

2015-2016

The following course descriptions briefly describe the course contents, how many credits the course is worth, if the course is given at the bachelor's level, and if the course is given in English or in French. A full-time course load is 30 ECTS credits per semester. Some courses have pre-requisites that must be taken before enrolling in the class.

Basic Accounting

4 credits

English

Bachelor's level

This course covers the basic concepts underlying financial statements and the accounting principles followed in the preparation of the balance sheet and the income statement. Students will gain an insight into the processing and function of general accounting transactions.

The objective is to familiarize students with accounting terminology and methods so that they are able to interpret, analyse, and evaluate financial statements. By the end of this course, students should be able to easily read the two principal financial statements of a company's annual report (balance sheet and income statement) knowing the basic contents of each line item and the journal entries that create them.

This class is offered in the Autumn semester.

Business Ethics

4 credits

English

Bachelor's level

The lecture will consider the relationship between ethics and business at three levels: micro (the individual), meso (the corporation) and macro (the society). Focusing on business ethics in practice, it considers dilemmas as conflicting courses of action having each their ethical attractions and shortcomings. It will give an insight of how various theoretical perspectives of normative ethics and practical ethics might help to illuminate ethical challenges in business practices.

Corporate social responsibility core subjects will be analysed from these diverse ethical theories.

The shift from market capitalism to collaborative common and social entrepreneurship not only questions the role of the state, the market and civil society at both local and global levels but raise specific ethical issues to business practitioners.

This class is offered in the Autumn semester.

Business Model

2 credits

English

Bachelor's level

Succeeding in today's business world is not only a matter of having the best product or the most competitive strategy. It's about having but the most effective/value-generating business model.

Moreover, in the new globalized, ever-changing business environment to survive and thrive in the long-run, to attain a sustainable "high-value" and high-growth market position a business enterprise must constantly find new ways innovative ways to optimize its business models.

Entrepreneurs and managers should be actively engaged in "strategic benchmarking", which is learning from the best practices and critical mistakes resulting from innovative business models launched by other players in a variety of industries, markets and countries.

This course is an in-depth overview of the concepts, tools and frameworks used today to design, calibrate and validate successful business models. We'll also take a look at several examples of how companies were able to innovate and drive value creation through the systematic application of such conceptual frameworks.

This class is offered in the Autumn semester.

Contemporary Macroeconomics

4 credits

English

Bachelor's level

First, students will be introduced to the contemporary macroeconomic analysis and the circuit analysis of national accounting. The class will then the look at the present main macroeconomic aggregates: Growth Domestic Product, Inflation and rate of unemployment. Money is then introduced as well as credit, and the determination of interest rates. In the end, we deal with state role and the link between economic policies and growth.

This class is offered in the Spring semester.

Corporate Finance

4 credits

English

Bachelor's level

This course will provide insight into the theory and practice of corporate finance.

The course will cover the role of the financial manager and how to put together a financial business plan. This class will take a more advanced look at cash flow statements and how to optimize working capital needs.

This class is offered in the Autumn and Spring semester.

Cross Cultural Management

4 credits English Bachelor's level

This course will give the participants a first set of tools to operate in a sensitive and efficient manner in a culturally diverse work environment

Students will gain an understanding about how culture shapes organization:

- Through belief systems: understanding differences in Eastern and Western world views
- Through value systems: assessing, measuring and comparing specific value differences
- Through norms of interaction: understanding communication styles, the use of time and space and non-verbal language
- Through inner evolutionary dynamics of society

This class is offered in both the Autumn and Spring semesters.

Cost Accounting

4 credits English Bachelor's level,

At the end of this course students will be able to identify the difference between fixed and variable costs as well as direct and indirect costs and breakeven points. This class introduces students to different accounting techniques and the cost accounting system.

This class is offered in the Spring semester.

Development of entrepreneurial Projects I & II

6 credits English Bachelor's level

The objective of this course is to get acquainted with the entrepreneurial approach. The proposed education to achieve this goal is to be able to create and develop a project.

This lesson gives you a triple freedom:

- Choice of the working group
- Choice of the business project
- Autonomy in the work organization

This course allows you to comprehensively explore a business idea, to learn how to work on a project mode and acquire entrepreneurial behavior that can be implemented in different professional situations.

This class takes place in the Autumn and Spring semesters and can only be taken by students who study at ESDES for the whole academic year.

Digital and Innovation Marketing

4 credits English Bachelor's level

This course looks at the fundamentals of digital marketing including the transformation of digital media with a focus on industries and services. Students will gain an understanding of digital strategies and their operational implementation. Students will also learn about the management and measurements of social media (SEO, SEM).

This class is offered in both the Autumn and Spring semesters.

Economics and Social Ethics

4 credits English Bachelor's level

At the end of the course students will:

- 1 Understanding the relationship between social change and sociological questions.
- 2 Acquire a basic understanding of what social is.
- 3 Obtain historical culture in relation to social changes that have occurred since the beginning of the nineteenth century.

This class is offered in the Autumn.

Economic and Societal Responsibilities

4 credits English Bachelor's level

-Course description to be provided-

This class is offered in the Spring.

Entrepreneurial Opportunities and Creativity

2 credits English Bachelor's level

The course looks at what is creativity and why is it so important in today's world? How can we turn creativity into innovation and value? What is the correlation between creativity, innovation and entrepreneurship?

In today's globalized and ever-changing world our society faces new challenges and opportunities. Our ability to overcome such challenges and the inherent problems they present will ultimately define the final outcome: Did we turn problems into solutions? Did we successfully turn problems into opportunities? Can we turn challenges into opportunities while delivering innovative products and/or solutions by using a creative approach?

This class is offered in the Autumn.

European Union: Foundations, Institutions & Perspectives

4 credits

English

Bachelor's level

Why was the European Union created? What purpose does it serve? How does it work? What are the legal and financial institutions that operate to serve the community? How does the European Union measure up to other international bodies? And what are the future challenges for the EU, are among the questions that will be explored in the class. As part of the course requirements students will write a 20 page term paper in addition to presentations and examinations.

This class is offered in both the Autumn and Spring semesters.

Financial Analysis

4 credits

English

Bachelor's level

The Financial Analysis class reviews financial statements and therefore is an accounting based class. Students will learn how to interpret balance sheets, income statement, and cash flow statements. Some of the topics that are covered are ratios, best management practices, working capital needs and the optimization of cash.

Students who register for this class should already have had a class in Accounting.

This class is offered in the Autumn semester.

Financial Mathematics

4 credits

English

Bachelor's level

The aim of this course is to familiarize the students with the financial vocabulary and basic formulas to calculate different parameters such as the cost of a credit or the rate of return on an investment.

Students will learn methods to analyze investments as well as how to evaluate and compare the profitability of projects. Students will learn the basic tools in matrix calculations.

This class is offered in the Spring semester.

Financial Management

4 credits

English

Bachelor's level

This course looks at the new approaches to financial management. Students will learn different tools to help steer management in terms of finance. The course looks at activity based costing and target costing approaches.

This class is offered in the Spring semester.

Fundamentals of Marketing and Sales

4 credits English Bachelor's level

An introductory marketing course which introduces students to technical vocabulary, acquire an understanding of the consumer as well as consider the situation of a company in its market.

Students will look at commercial activity including sales techniques, making contact with the customer, market assessments, identification of market needs and consumer behavior.

This class is offered in the Autumn semester.

France in the 21st century: the French Business Context

4 credits English Bachelor's level

France has long been among Europe's paramount cultural, political, and economic powers. Yet the upheavals of the 20th century have left a deep mark on France, and have caused France to question its place and its role in contemporary Europe. This course examines France's current standing in Europe from a socio-economic perspective. An in-depth look at how current changes in French society and business are leading France to re-examine its relationship to the wider European context. Specific cases will highlight the way that contemporary French business functions both at home and abroad. As part of the course requirements students will write a 20 page term paper in addition to presentations and examinations in this course.

This class is offered in both the Autumn and Spring semesters.

History of Economic Thought and Economic Facts

4 credits English Bachelor's level

This course surveys the main schools in the history of the development of economic thought.

Throughout the course, economic theories will be examined in light of the interrelationships between theory and economic conditions - including responses to the current financial and economic global crises.

This class is offered in the Autumn semester.

Human Resource Management

4 credits English Bachelor's level

The objective of the class is to have students understand the missions of a Human Resource service and its strategic role within the corporation. The typical tools used within the division such as hiring, evaluating and training employees will be amply developed.

This class is offered in both the Autumn and Spring semester.

Individuals, Cultures and Society

4 credits English Bachelor's level

-Course description to be provided-

This class is offered in the Spring Semester.

Industrial Organisation and Economic Dynamics

4 credits English Bachelor's level

The course aims to give the main concepts and analytical tools enabling to understand the mechanisms of the contemporaneous economy based on knowledge. In this economy technological innovation (the production of new technological knowledge) sets up the engine of growth of firms, sectors and nations. It is a driver of competition between firms. In that context it matters to seize the main patterns and trends of innovation. The course highlights the determinants of different types of innovation.

This class is offered in the Autumn Semester.

Integrated Communication Campaigns

4 credits English Bachelor's level

After taking this course students will be able to:

1. Understand the development of an integrated marketing communication campaign using a diversification of marketing techniques.
2. Analyze the communication process in terms of source, message, choosing the right medium based on consumer profiles.
3. understand how to manage different means of promotional media and alternative media communications (instore promotions, online marketing, guerilla marketing, relationship marketing, creating loyalty and direct marketing)

This class is offered in both the Autumn and Spring semesters.

Students who are staying 2 semesters are encouraged to take the class in the Spring semester.

International Business Law

3 credits English Bachelor's level

The purpose of the course is to convey to the student an understanding of the importance of international business in a global environment. This course will assist the student in understanding the potential risks inherent in entering foreign markets and to provide a foundation for the management of risk in international transactions. Particular attention will be given to international commercial transactions. The course will explore the legal problems that a business may face when engaged in international trade, in the international licensing of intellectual property, and in foreign investment. This course will also explore the operation of international institutions involved in the regulation of international business.

Pre-requisite: students who resister for this class should already have taken law classes before and have some background in the subject matter.

This class is offered only in the Autumn semester and is given at the Law faculty.

International Business Negotiation

4 credits English Bachelor's level

The course will deal with the application and development of negotiation techniques in a variety of professional contexts. Students will explore ways to achieve set objectives while remaining loyal to fundamental issues common to quality negotiation practices. This course will set foundations for negotiation skill development through review of the dominant issues in planning and managing the negotiation process, and by focusing on professional objectives and cooperative problem solving techniques. Students will examine the BATNA and hidden interests in order to reach maximum mutual benefit in the negotiation. Role-play and reflection on successful negotiation practices will highlight class activities and case studies. Lectures and reading materials will supplement the core curriculum of exploration and practice of negotiation strategy.

This class is offered in both the Autumn and Spring semesters.

International Business Strategy

4 credits English Bachelor's level

This course addresses several questions: (1) Why do firms expand abroad? (2) How do firms expand abroad? (3) How does managing a multinational corporation (MNC) differ from managing a domestic firm? (4) How do managers cope with the multiple and often conflicting demands they face when managing cross-border operations?

***Students who register for this class should already have had a class in Strategic Business Management.
This class is offered in Spring semester.***

International Finance

4 credits English Bachelor's level

The course is an introduction to International Finance & Risk Management. It will familiarize students with some key concepts of international finance (foreign exchange rates, investments in emerging countries, hedging instruments...).

Case studies will be widely used with a focus on emerging economies.

***Students who register for this class should already have had a class in Finance.
This class is offered in both the Autumn and Spring semesters.***

International Marketing

4 credits English Bachelor's level

This course allows students to better understand the complexity, challenges and strategies of international marketing environments.

Students will gain an understanding of the adaptation that may be needed to the international marketing mix in a global context, apply marketing concepts to the international environment and learn how to implement international marketing for maximum effectiveness.

This class is offered in both the Autumn and Spring semesters.

Introduction to Common Law

3 credits English Bachelor's level

-Course description to be provided-

This class is offered in the Spring semester only and is given at the Law faculty.

Introduction to Entrepreneurship and Entrepreneurial Processes

4 credits English Bachelor's level

-Course description to be provided-

This class is offered in the Spring semester only.

Introduction to Law

2 credits English Bachelor's level

Students will gain an understanding in the basics of the French legal system and be able to distinguish the difference between public law, private law and civil law. The course also looks at contract theory and tort.

This class is offered in the Autumn semester only.

Introduction to Management of Information Systems

4 credits English Bachelor's level

-Course description to be provided-

This class is offered in Autumn semester.

Marketing Research

4 credits English Bachelor's level

Students will, at the end of this course be able to:

- define in operational terms of market research
- the potential problems encountered when conducting market research
- define the methodology to resolve this problem

Students will perform a study, create market research surveys and questionnaires and present their market research results in the form of a professional report and an oral presentation.

This class is offered in Spring semester.

Marketing Strategy

4 credits English Bachelor's level

The objective of this course is to inculcate students in a comprehensive approach towards strategic marketing management, i.e. the ability to analyse, understand and critically evaluate marketing strategies and implementation. The marketing strategy course focuses on how to position a product or service taking into consideration the target market and marketing mix.

This class is offered in the Autumn semester.

Organisation and Innovation

4 credits English Bachelor's level

In order to increase organization competitive advantage in a changing environment, corporations have to innovate all along the value chain. Accessing new technologies or new resources, launching new solutions, addressing new markets, designing new business models require that manager's design and change their organizational structures and processes. Starting from various theoretical insights to think and practice in an organization, students will consider various reciprocal links between organizational design and innovation capabilities of a corporation.

This class is offered in the Autumn semester

Organisational Behaviour and Management

4 credits English Bachelor's level

The objective of this course is to learn good inter-relational management skills in terms of using appropriate comprehensive methodology for the resolution of managerial problems most frequently encountered in business.

This class is offered in the Autumn semester

Social and Economic Policies

2 credits English Bachelor's level

This course aims to develop a reasoned argument on contemporary economic issues by analyzing three major economic issues: public policy, unemployment and the French social model.

The first part of the course is dedicated to the presentation of the context in which social and economic policies takes place and their impact on the regulation of price formation, the distribution of wealth and the level of economic activity.

First, historical trends and the social consequences of unemployment in France will enable a better understanding of the contemporary labor market then a deep analysis of the welfare state will be provided as an analytical tool to understand these issues.

This class is offered in the Autumn semester

Social and Penal Law

4 credits English Bachelor's level

This course looks at the main concepts in labor law (individual relationships) and how to develop a legal reasoning by applying the methodological tools of the course. Students will learn how to resolve a legal difficulty in a professional environment and what are the main modes of breaching a contract at work.

Students will gain an understanding of the basic notions of penal law and the main offenses encountered in business law.

This class is offered in the Spring semester

Statistics and Operations Management

4 credits English Bachelor's level

The course is based on the tools developed in first year (in particular the probability theory). It is a question of predicting in which limits are situated the unknown parameters (of a sample or a population), to test hypotheses on the value of parameters (average and proportion) and to introduce the tests not parametric.

Students will gain the know how to organize any project with uncertainties on the durations and be able to quantify in probability the risk of delay, conceptualize and solve a problem of management of stocks with hazards and realize a sales forecast.

This class is offered in the Autumn semester

Statistics and Probability

4 credits English Bachelor's level

The objective of this course is for students to discover and understand the interest and the importance of statistical methods in the management of companies. Students must be able to represent, interpret and predict data from an organization to decide the actions to take in an uncertain future.

This class is offered in the Autumn semester

Strategic Business Management

4 credits English Bachelor's level

Strategic Management has evolved as a discipline, from rigid planning into a much more flexible process, more accurately described as strategic thinking. The global world of commerce is becoming more dynamic and complex, requiring managers to formulate and implement strategies based on consistent congruence between the firm and its environment. The module will focus initially on systematic external and internal

analysis and introduce a generic range of strategic alternatives before covering formulation and selection of corporate and business level strategies. It is designed to be fully integrative, utilising material concepts and techniques from modules relating to functional disciplines.

This class is offered in the Autumn and Spring semesters

Tax and Business Law

4 credits English Bachelor's level

-Course description to be provided-

This class is offered in the Autumn semester

Classes given in French specifically for IBP students

The following classes are offered specifically for IBP students who would like to take classes in French. The level of French that is required for these classes is not as demanding as taking classes with the French students, but a fairly advanced level of French is still necessary to enroll in the classes.

French Language

4 credits French

We strongly recommend that students take a French class during their stay in France. Research shows that students benefit more fully from their time in a foreign environment if they have an understanding of the world around them.

No matter what your level of French is there be a class specially for you. Students are tested when they arrive at the school and put into the appropriate level. All levels are available from students who know no French to those who are fluent in the language.

Students wishing to take additional language based classes, Français des Affaires (for Advanced Learners in French).

This class is offered in both the Autumn and Spring semesters

Français des Affaires

5 credits French

This class is designed for students who have a good working knowledge of the language and are interested in using French for business applications. The focus therefore is on the French language in a professional context. Group sizes are small to ensure individual attention from the professors and accelerated progress. Students may only take this class if they have a good level of French; therefore students are asked to register for the class, but their enrollment in the course will only be confirmed after written and oral testing at Orientation. The class may be taken with the French Language class or separately.

This class is offered in Autumn semester and is only for advanced level students.

Gestion des Ressources Humaines

5 credits French Bachelor's level

The course will deal with the legal aspects of hiring and firing employees in France and the rights of both the company and the employees during the critical phases of employment. Topics covered in the course include: contracts, remuneration, vacation time, leave of absences, retirement, disciplinary action and other legal constraints. No prior HR background is necessary, but an adequate level of French is required to be able to participate fully and contribute in a positive way to the class and teamwork.

This class is offered in the Autumn semester only.

Management des Ressources Humaines

5 credits French Bachelor's level

The objective of the class is to have students understand the missions of a Human Resource service and its strategic role within the corporation. The typical tools used within the division such as hiring, evaluating and training employees will be amply developed. No prior HR background is necessary, but an adequate level of French is required to be able to participate fully and contribute in a positive way to the class and teamwork.

This class is offered in the Spring semester only.

Management Intercultural

5 credits French

This course looks at management cultures inside and outside of the workplace. After an overview of Hall, Hofstede and other theorists, the class will move forward to explore different concepts of culture and what they mean in particular contexts. This class is interactive and can be taken in addition to Cross culture Management in English or as a separate course.

This class is offered in the Autumn semester.