

List of courses taught in English

Spring Semester 2020

IUT Valence

Applications should be submitted by **15th November**

IUT – IAE = Year 3 – Degree in Management

(Licence Economie-gestion : Parcours Management)

Number of weeks – dates 06/01/2020 to 30/04/2020

Course title	Short description - syllabus	ECTS
Strategic Management	<p>After following this lecture, you should be able to :</p> <ul style="list-style-type: none"> - Understand main issues about strategic management - Identify, analyze and recognise the main structural types of organizations - Know and use basic tools to make a strategic diagnosis (analysis of internal forces of organisations and analysis of their macro and meso environments) 	4
Corporate Social Responsibility	<p>This course aims at :</p> <ol style="list-style-type: none"> 1. Developing an interest in the corporate world from a 'social responsibility perspective.' 2. Evaluating whether organizations should diversify and expand their focus from serving stockholders to diverse stakeholders (i.e. environment, women, minorities). 3. Asking and attempting to answer complex questions without arriving at simple solutions. Questions include the obligations that businesses have to the societies in which they operate and whether (and if so, under what conditions) can the interests of corporations and their outside stakeholders be aligned. 4. Teaching the students the meaning of CSR, its definitions, how to map out stakeholders, how to combine ethics and corporate behavior, how to conduct performance evaluations and reporting, the impact of globalization and strategies for CSR, the roles and styles of leadership for successful CSR. 5. Engaging students in discussions of CSR using real world examples of corporations (i.e. BNP, AirFrance, Coke, Starbucks, Honda, Nike, Allianz etc). 6. Interactive exchanges in written and Oral forms to allow students to develop skills that they can use as future managers, employees or victims of corporations. 	4

Business Game	A three-day simulation game to acquire knowledge and hard skills to deal with key business strategy issues in which trainees assume different roles and enact real-life business scenarios.	4
Budgeting and control	The main goal of this course is to understand the Anglo-Saxon cost accounting way of thinking. Student will be able to review all the essential techniques of management and cost accounting and link them with previous knowledge.	4
International Marketing	Defining and analysing the specificities of International marketing. Understanding various elements of the international strategy (global vs glocal) and of company organisation. Understanding and applying elements concerning strategy or market approach (surveys, segmentation, market penetration) . Studying the International Marketing mix (The 7 Ps). Developing the students' ability to conduct case studies and give presentations in English.	4
International Business	The aim of this course is to enable students to: <ul style="list-style-type: none"> • Understand what international business is and why it is important • Understand the different national and global contexts (economic, socio-cultural, institutional) in which international business practitioners operate • Appreciate how those contexts create both strategic opportunities and challenges to practitioners • Examine how firms conduct business internationally and what strategies matter 	4
Research project	Dissertation on a research topic under supervision of a lecturer/tutor	4
French as a Foreign language	may be proposed if the number of students concerned is sufficient	4

N.b. This list of modules can be chosen as a **ready-made package** or **mixed with** modules taught in French. The International Office can help you build your own « à la carte menu » based on your skills and needs.