

List of courses taught in English Autumn & Spring Semester 2022/23

Applications should be submitted:
for **Winter Semester** or **all academic year** by **15th June**
for **Summer Semester** by **15th November**

IUT – IAE = Year 3 – Degree in Management

(Licence Economie-gestion : Parcours Management)

“Lectures” 01/09/2022 to 16/12/2022 - 03/01/2023 to 15/04/2023 “Research Project” until 31/05/2023

SEMESTER 1

Course title	ECTS
Cross Cultural Management	4
Organization Theory	4
Investment Decisions	4
Market Research	4
International Human Resource Management	4
Business Digitalization	2
English	4
French as a Foreign Language for Erasmus	4

SEMESTER 2

Course title	ECTS
Strategic Management	4
Corporate Social Responsibility	4
Business Game	4
International Marketing	4
International Business	4
Research project	4
French as a Foreign Language for Erasmus	4
Business Ethics	1.5
International Economics	1.5
Applied Statistics	1.5
Cross-Cultural Communication	1.5

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

1. Cross Cultural Management

4 ECTS

The main goal of the course is to make students aware of the fact that there is not only one way of managing employees, and that management depends on culture.

- What is culture? Ethnocentrism, Relativism and Universalism
 - Space, time and values as cultural constructions
 - The impact of religions on ways of working (from protestantism to confucianism)
 - The concepts of Hofstede
 - The concepts of Trompenaars
 - The Globe Project (Global Leadership & Organizational Behavior Effectiveness)
 - Corruption, bribery and kickbacks as cultural burdens
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2. Organization Theory

4 ECTS

In everyday life, organizations are all around us. The objective is to develop fundamental knowledge in organizational theory. Upon completion of this course, students will be able to name the main organizational theorists, identify and describe organizational structures and organizational forms, and explain the relevance of organizational choices based on the characteristics of organizations companies and environmental conditions.

3. Investment Decisions

4 ECTS

In this module, students will learn how to take investment decisions in practice. After an introduction on the time value of money, the three most popular investment decisions techniques will be presented in details: Net present value (NPV), Payback period, and Internal rate of return (IRR). The second part of the module will be devoted to the calculus and understanding of the discount rate of a project in a corporate context. Finally, the notion of risk and how to integrate it during the investment decision process will also be introduced.

4. Market Research

4 ECTS

This course deals mainly with quantitative marketing studies and allows to understand the importance of the marketing approach applied to the particular case of experimentation.

5. International Human Resource Management

4 ECTS

6. Business Digitalization

2 ECTS

7. English

4 ECTS

The objective of this course is to help students develop skills to express themselves in English with greater fluency, accuracy and confidence to communicate with others in practical and business-oriented situations. Students develop productive skills through group/pair work, presentations, discussions or debates and role-plays.

8. French as a Foreign Language for Erasmus

4 ECTS

The aim of this course is to familiarise students with the French language in everyday life. Priority is given to oral expression through role-playing exercises and simulations.

9. Strategic Management

4 ECTS 24 h

This module is concerned with understanding the theory and practice of strategic management and strategic analysis. We focus on diagnostic tools (from mission / vision to action plans, from internal and external diagnosis to summary). The course is designed to combine lectures, readings, case studies and exercises to be performed individually or in teams.

10. Corporate Social Responsibility

4 ECTS 24 h

This course aims at :

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, Air France, 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.
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11. Business Game

4 ECTS 20 h

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..

12. International Marketing

4 ECTS 24 h

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.

13. International Business

4 ECTS 24 h

The aim of this course is to enable students to:

- 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.
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14. Research project

4 ECTS

Dissertation on a research topic under supervision of a lecturer/tutor.

15. French as a Foreign Language for Erasmus

4 ECTS 20 h

The aim of this course is to familiarise students with the French language in everyday life. Priority is given to oral expression through role-playing exercises and simulations.

16. Business Ethics

1.5 ECTS

We consider business actions and decisions in the light of moral values, and ask whether ethical motives in business activity would make business better and more successful.

Among the considerations included in this course is the question about whether any ethical values are already implied in business and market activity, or whether introducing ethics into business will cause fundamental changes to business.

Students will be expected to play an active role in learning through directed group discussion, in-class activities and role-playing activities

- S1. What's business ethics
- S2.Exercises about concepts
- S3.Business situation analyses

17. International Economics

1.5 ECTS

Lesson 1 : 20/01/2022

Course materials :

Presentation of the course:

- Organization and content of the course
- Joint evaluation : Oral presentation on the socio-economic situation of a group of countries

Talking about Economics in English:

- Talking about the economy
- Talking about trends
- "International economics" vocabulary list

Lesson 2 : 10/02/2022

Application to a current issue: **the socio-economic impacts of the coronavirus pandemic**

- GDP per capita growth and HDI
- Poor, middle class and rich categories
- Public responses to the economic crisis

18. Applied Statistics

1.5 ECTS

Lesson 1 : extreme poverty and the gapminder website (<https://www.gapminder.org>)

Lesson 2 : descriptive statistics and graphs

Lesson 3 : qualitative data and the world value survey website (<https://www.worldvaluessurvey.org>)

Lesson 4 : *Oral presentation*

19. Cross Cultural Communication

1.5 ECTS

How to improve management in a multicultural world.

1- Lesson 1 : three reefs to avoid, ethnocentrism, universalism and relativism.

2- Lesson 2 : Proxemics and languages (the contribution of E Hall) + Introduction to The [World Values Survey](#)

3- Lesson 3 : The [World Values Survey](#) by cases

4- Lesson 4 : Geert Hofstede

Every lecture is half classical teaching and half case study.