



**BUSINESS STUDIES DEPARTMENT**

**COURSE OFFER**  
**for international exchange students**  
**2026-2027**



## Course list

### **AUTUMN TERM - Compulsory courses**

Course	ECTS
RI- French as a foreign language 1	4
RI - English for business and economics 1	4

### **AUTUMN TERM - Electives**

Course	ECTS
R3.02. Sales Talk 1	4
R3.05. International economics	4
R3.07 - Quantitative techniques and representations	4
R3.10 - Business English	4
R3.13 - Business communication 1	4
<b>International trade block 1 (includes the following courses)</b> <i>R3.BI.15 - International strategy and monitoring</i> <i>R3.BI.16 -International marketing and sales</i> <i>SAE.BI.03 - Group project: analysing and choosing foreign markets to develop a business offer abroad</i>	12
SAE 3.01 - Group project: leading a project / preparing an event using marketing techniques <i>Basic knowledge of French required</i> <i>Only for students staying for a full-year</i>	4
R3.01 - Marketing Mix (in French)	2
R3.03 - Principes de la communication digitale (in French)	2
R3.04 - Etudes marketing – 3 (in French)	2
R3.06 - Droit des activités commerciales (in French)	2
R3.08 - Tableau de bord commercial (in French)	2
R3.09 - Psychologie sociale du travail (in French)	2
R3.12 - Ressources et culture numériques (in French)	2
SAÉ 4.02 - Pilotage commercial d'une organisation (in French)	3

### SPRING TERM - Compulsory courses

Course	ECTS
RI - - French as a foreign language 2	4
RI - Socio-economic strategy to enable overall and sustainable performance	4

### SPRING TERM - Electives

Course	ECTS
R4.01 - Marketing strategy	4
R4.04 - Consumer law	3
R4.05 - Business English	4
R4.07 - Business communication	4
<b>International trade block 2 (includes the following 4 courses)</b> <i>R4.BI.09 – Purchasing strategy</i> <i>R4.BI.10 - International trade</i> <i>R4.BI.11 - Intercultural management</i> <i>SAE4 BI 03 - Group project: developing an international offer</i>	16
SAE 4.01 - Group project: Organizing an event and evaluating it using commercial tools <i>Basic knowledge of French required</i> <i>Only for students staying a full-year</i>	4
R4.03 - Conception d'une campagne de communication (in French)	3
SAÉ 3.BI.02 - Démarche de création d'entreprise à l'international (in French)	4

AUTUMN  
TERM

## RI – French as a foreign language

**COMPULSORY** for international students

---

ECTS	4
Language	French
Workload	20h + homework

This course is compulsory. It is only for international students.

## RI - English for business and economics 1

COMPULSORY for international students

---

ECTS	4
Language	English
Workload	20h + homework

This course is made for upper-intermediate (B2) and advanced level (C1) students who need to understand, speak and write about the key concepts in economics and business. It covers a wide range of economics/business topics including management, marketing and finance.

Topics that will be tackled are:

- management;
- work and motivation;
- bonds;
- marketing;
- stock and shares;
- banking;
- corporate social responsibility

Assessments: oral presentation (40%)  
essay on a topic covered in class (60%)

## R3.02. Sales Talk 1

---

ECTS	4
Language	English
Workload	20h + homework

This course will teach you how to sell a business offer.

In this course, you will learn how to conduct a simple sales meeting in its entirety, defend your offer, measure its commercial efficiency.

### Course content

- Mastering the 7 steps of the sales interview (making contact, discovering needs, arguing handling objections, commercial proposal, conclusion, leaving)
- Creating an estimate
- Mastering price announcement techniques
- Mastering techniques to defend an offer
- Handling price objections
- Identifying useful ratios for analyzing sales performance and constructing reporting tables to measure the effectiveness of one's sales action
- Conducting a self-analysis and getting feedback

## R3.05. International economics

---

ECTS	4
Language	English
Workload	15h + homework

### Objectives

- Understand the international environment and position oneself in a market
- Understand and analyse a complex market and its interdependencies
- Develop general knowledge

### Content

- Basics of international economics (exchange rates, overview of world trade and theories of international trade, geopolitical approach)
- Economic stakes of innovation, link with the notion of comparative advantages
- Approach of environmental and social issues in economics

### Course program

*Session 1 and 2 - Introduction to international economics*

#### Content

- Trade globalisation
- Financial globalisation and exchange rates
- Effects of globalisation

*Session 3 - Comparative advantage and innovation*

#### Content

- Theory of comparative advantage and specialisation
- Innovation policy
- Internationalisation of firms and evolution of FDIs

*Session 4 - Social and environmental issues*

#### Content

- Economic/environmental crises
- Consequences of the crises
- Prospects and possible reforms

## R3.07. Quantitative techniques and representations

---

ECTS	4
Language	English
Workload	15h + homework

### **Learning objectives / contribution to competency development**

- Apply forecasting models and probabilistic approaches in simple commercial situations
- Develop critical thinking and analytical skills
- Identify the probability distribution governing a phenomenon
- Formulate and state hypotheses

### **Course content**

- Combinatorics and counting problems
- Basic probability calculations
- Conditional probability
- Random variables
- Common probability distributions (Binomial, Poisson, Normal)
- Goodness-of-fit tests (Chi-2)

### **Critical learning outcomes**

- Perform a market study in a complex environment
- Design an extended mix for a complex offer
- Organize results monitoring to improve performance within the sales team
- Take purchasing-function challenges into account for economic performance
- Establish a media strategy using support-selection indicators

### **Key terms**

Counting — probability — probability distributions

## R3.10. Business English 1

---

ECTS	4
Language	English
Workload	15h + homework

### Course objectives

By the end of the course, students should have developed skills in the following fields:

- ⇒ Acquiring new vocabulary linked to marketing, communication, negotiation.
- ⇒ Improving one's skills in speaking, writing and listening.
- ⇒ Getting more confident when talking with someone.
- ⇒ Acquiring strategies to talk with someone and understand someone.
- ⇒ Improving one's grammar.

By the end of the course, students should be able to:

- ⇒ Be more confident when talking with someone in English in a professional situation.
- ⇒ Understand people speaking English in a professional situation.
- ⇒ Negotiate in English.
- ⇒ Pitch a product/service in English while using the appropriate vocabulary.

### Course content

- Marketing and distribution in the digital era
- Pitching a product or a service

## R3.13. Business communication 1

---

ECTS	4
Language	English
Workload	15h + individual / group work

## INTERNATIONAL TRADE BLOCK

---

ECTS	12ECTS
Language	English
Workload	60h + homework

*This block includes 3 courses:*

*R3. BI.15. International strategy and monitoring*

*R3. BI.16. International marketing and sales*

*SAE3.BI.03. Group project: analysing and choosing foreign markets to develop a business offer abroad*

### **R3. BI.15. International strategy and monitoring**

#### Objectives

In this course, you will learn how to carry out an export/import diagnosis in a structured manner using strategic tools (internal information gathering), collect information on the international environment (identify relevant data sources, identify data collection tools, ensure data reliability), select timely export and import markets using indicators.

#### Course content

- Define and understanding strategic intelligence and international business intelligence
- Defining the decision-making problem of a company abroad
- Understanding the interest of the internationalization process of an organization
- Identifying the needs and objectives of an organization's international expansion
- Identifying strategic options for international development
- Identifying information sources for decision-making (monitoring)
- Analyzing and sorting data in relation to objectives
- Using strategic analysis tools to identify growth markets and international targets for the organization (SWOT, Porter, Pestel)
- Mobilizing the company's internal diagnosis to determine its capacity to internationalize (financial, human, logistical resources, etc.)
- Identifying international development support organizations (BPI, etc.)
- Presenting information and recommendations

Prerequisite: none

## R3. BI.16. International marketing and sales

### Course Description

It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global market place. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable you to practice applying those concepts to a global environment.

The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital concepts for global marketers.

### Course Objectives

*Upon the successful completion of this course, students will be able to:*

- Introducing you to the institutions, vocabulary, and players in the world of international business. You need to be able to speak the language of international business to operate effectively.
- Allowing you to gain experience in analyzing the marketing environment and marketing-related decisions for a firm entering non-domestic markets. You should know key sources for researching the cultural, economic, ethical, and political environments and anticipate the influence each will have on marketing strategies and decision-making.
- Use the appropriate international marketing models and theories.

### Assessment, grading

Grades are earned by the students based on their class attendance, class participation, their achievements in the assignments and any quizzes, homework and midterm and final exam.

## SAE3.BI.03. Group project: analysing and choosing foreign markets to develop a business offer abroad

This group project is part of an LES (Learning and Evaluation Situation) where students work autonomously on a project, in groups, while being supervised by a teacher.

### Objective

It aims to achieve an operational implementation of an import (purchase) of an industrial component or raw material that goes into the manufacture of your finished product (BtoB). The sector is industrial and the good manufactured is a (tangible) product. The product is manufactured in France. The purchases are international. The sale of the product is not part of the scope of the LES.

### Project content

- Session 1 - Cartography of the supply chain of the component(s) or raw material(s) you are importing (Upstream) and the customers you are targeting (Downstream).
  - ✓ Identify the different actors in the supply chain
  - ✓ Define their roles in the chain and their scope of action.
  - ✓ Specify the geographical area of activity of the actors.
- Session 2 - Analysis of the supply chain risks identified in session 1.
  - ✓ Identify the main risks in your supply chain.
  - ✓ Break them down in the supply chain (actors, links - Upstream, Internal, Downstream).
  - ✓ Assess their impact (criticality) on the supply chain.
  - ✓ Propose solutions to manage these risks.
- Session 3 - Sourcing of the different suppliers considered for the import and establishment of a supplier short-list (3 possible suppliers).
- Session 4 - Design and implementation of the supply chain according to the short-list of suppliers:
  - ✓ Which modes of transport? Choose at least two modes of transport.
  - ✓ Which Incoterm to consider according to the company's international strategy? Calculate quotations for three Incoterms - EXW and DDP are mandatory. Choose the last Incoterm among the 9 remaining ones according to the chosen mode of transport.
  - ✓ What are the customs constraints and duties associated with the proposed import?
- Session 5 – Assessment - Presentation of the planned import to the CODIR to finalise the choice of supplier (15 minutes) with adequate presentation tool.

## SAE 3.01. TC Group project: leading a project / preparing an event using marketing techniques

---

ECTS	4
Language	French / English-friendly
Workload	20h + individual / group work

This course is only open to students staying a full-year, as it continues in the spring term: 'Group project: Organising an event and evaluating it using commercial tools'

Part of this course will be in French, so an B1 level in French is recommended.

This group project is part of an LES (Learning and Evaluation Situation) where students work autonomously on a project, in groups, while being supervised by a teacher.

The students will work in groups among French students. They will take part in a project that starts in September and ends at the end of March.

Each group works on a different project, often working with a local charity.

Examples of past projects:

- Movie festival: an annual movie festival organised in Valence with movies from the Spanish-speaking countries. The students have to raise money, to take part in the communication campaign and to help during the festival (spring semester only).
- Alticiades: a competition involving more than 25 universities from all over France in March. The event takes place in a ski resort and lasts one week. Students will compete in various events: sales talk, food fair, ski, unidentified sliding object, etc... During the autumn term, they have to raise money for the project, find local producers for the food fair and start designing the food stall and the unidentified sliding object.

## R3.01. Marketing mix

---

ECTS	2
Language	French
Workload	18h + individual / group work

Compétence ciblée : conduire des actions de marketing

Contribution au développement de la ou des compétences ciblées :

- Donner une cohérence globale du marketing opérationnel de l'offre complexe avec le positionnement et la cible
- Prendre des décisions marketing en environnement complexe
- Adapter les choix opérationnels selon le contexte d'une offre complexe : B to B, international, digital, service ...

Contenu :

- Mise en œuvre d'une démarche marketing cohérente avec la stratégie choisie
- Proposition d'une offre opérationnelle en termes de produit/service, de prix, de distribution et de communication
- Intégration d'une posture et d'une démarche éthiques et responsables en intégrant les enjeux sociétaux et écologiques dans l'offre élaborée
- Prise en compte de l'environnement digital et/ou international

## R3.03. Principes de communication digitale

---

ECTS	2
Language	French
Workload	18h + individual / group work

Compétence ciblée : communiquer l'offre commerciale

Contribution au développement de la ou des compétences ciblées :

- Connaître l'environnement de la communication digitale
- Élaborer une stratégie de communication digitale
- Créer du contenu adapté aux médias digitaux
- Mesurer les résultats

Contenu :

- Stratégie de communication digitale : axe de communication, objectifs de communication et cible(s)
- Panorama des médias/réseaux digitaux et sociaux : points forts et points faibles des différents réseaux sociaux / choix les médias sociaux adaptés aux besoins de l'entreprise
- Parcours de communication digitale : principe de conversion (entonnoir « funnel ») de visiteur à client fidèle
- Création, gestion et planification des publications dans le respect d'une ligne éditoriale
- Création et gestion de contenus d'un site web en adéquation avec la stratégie
- Gestion des influenceurs
- Analyse de la performance : e-reputation

## R3.04. Etudes marketing

---

ECTS	2
Language	French
Workload	13h + individual / group work

Compétence ciblée : conduire des actions marketing

Contribution au développement de la ou des compétences ciblées :

- Être capable de préconiser une stratégie d'étude en situation complexe
- Choisir et décrire la méthodologie d'étude
- Analyser les données recueillies et justifier de leur pertinence et de leur fiabilité
- Mettre en œuvre les actions correspondant à l'étude réalisée
- Choisir et construire des représentations cohérentes et pertinentes

Contenu :

- Études quantitatives : échantillonnage et estimation, initiation à l'analyse d'indicateurs et de leurs représentations
- Études qualitatives : entretiens directifs et semi-directifs, analyse qualitative des données
- Outils numériques de traitement des données

## R3.06. Droit des activités commerciales

---

ECTS	2
Language	French
Workload	13h + individual / group work

### Compétences ciblées :

- Gérer une activité digitale
- Elaborer l'identité d'une marque
- Participer à la stratégie marketing et commerciale de l'organisation
- Manager la relation client
- Piloter un espace de vente
- Manager un projet événementiel
- Conduire les actions marketing
- Vendre une offre commerciale
- Communiquer l'offre commerciale

### Contribution au développement de la ou des compétences ciblées :

- Mobiliser des notions de droit pour élaborer le marketing mix, vendre l'offre commerciale et communiquer efficacement dans le respect du cadre législatif en vigueur

### Contenu :

- Contrats de distribution
- Législation sur les prix
- Produits (normes, labels, AO)
- Effets du contrat / Responsabilité contractuelle
- Garanties légales et contractuelles
- Pratiques abusives
- Droit de la publicité
- Droit des réseaux sociaux / E-réputation - Droit à l'oubli
- Données personnelles : collecte et exploitation des données
- - Nom de domaine

## R3.08. Tableau de bord commercial

---

ECTS	2
Language	French
Workload	13h + individual / group work

### Compétences ciblées :

- Gérer une activité digitale
- Manager une équipe commerciale sur un espace de vente
- Participer à la stratégie marketing et commerciale de l'organisation
- Manager la relation client
- Piloter les opérations à l'international
- Développer un projet e-business
- Piloter un espace de vente
- Manager un projet événementiel
- Conduire les actions marketing
- Vendre une offre commerciale
- Communiquer l'offre commerciale

### Contribution au développement de la ou des compétences ciblées :

- Réaliser un tableau de bord commercial (CA, trésorerie, bénéfice, marge par produit)
- Mettre en place des actions correctives pour savoir analyser les performances d'une entreprise ou d'un service

### Contenu :

- Sélection des indicateurs pertinents en fonction de l'activité et suivi de leur évolution
- Création d'un budget prévisionnel afin d'anticiper les problèmes de trésorerie
- Mise en évidence des écarts afin de les analyser et de faire des recommandations de gestion
- Mesure et évaluation de l'impact d'une future décision de gestion

## R3.09. Psychologie sociale du travail

---

ECTS	2
Language	French
Workload	12h + individual / group work

### Compétences ciblées :

- Participer à la stratégie marketing et commerciale de l'organisation
- Manager une équipe commerciale sur un espace de vente
- Conduire les actions marketing

### Contribution au développement de la ou des compétences ciblées :

- Comprendre la complexité des organisations
- Identifier les principaux effets cognitifs, conatifs et affectifs de l'environnement professionnel sur les acteurs et leurs répercussions sur les constructions identitaires professionnelles

### Contenu :

- Approfondissement et utilisation des leviers pour faire évoluer l'offre en s'appuyant sur des outils de création de valeur tout en proposant une communication efficace pour la promouvoir (construction et utilisation d'outils de mesure des déterminants sociocognitifs : attitudes, représentations sociales, intentions comportementales)
- Questionnement des notions de RSE et de performances commerciales au regard des notions de bien-être, de qualité de vie au travail, de satisfaction au travail et de façon plus générale au regard des indicateurs sociaux
- Appréhension de l'ingénierie psychosociale comme un outil de diagnostic permettant d'évaluer un problème (audit), conceptualisation d'une solution alternative, construction d'un modèle d'action et application du modèle d'action tout en comprenant les mécanismes de la résistance au changement et en apprenant à accompagner la conduite du changement.
- Compréhension des interactions entre les environnements organisationnels, professionnels et les pensées, sentiments et comportements des salariés et groupes de salariés.
- Appréhension des impacts de l'environnement sur le fonctionnement d'une entreprise (système ouvert) et sur ses stratégies marketing (environnement / écologie - vie de travail / vie hors travail - culture du pays)
- Sensibilisation à l'aménagement des postes de travail mais aussi à la présentation ergonomique des données

## R3.12. Ressources et cultures numériques

---

ECTS	2
Language	French
Workload	18h + individual / group work

### Compétences ciblées :

- Gérer une activité digitale
- Manager une équipe commerciale sur un espace de vente
- Elaborer l'identité d'une marque
- Participer à la stratégie marketing et commerciale de l'organisation
- Formuler une stratégie de commerce à l'international
- Manager la relation client
- Piloter les opérations à l'international
- Développer un projet e-business
- Piloter un espace de vente
- Manager un projet événementiel
- Conduire les actions marketing
- Vendre une offre commerciale
- Communiquer l'offre commerciale

### Contribution au développement de la ou des compétences ciblées :

- Créer un site internet simple
- Élaborer un logo, un visuel et l'exporter
- Concevoir une carte heuristique
- Réaliser une vidéo complexe
- Analyser des données et les représenter

### Contenu :

- Bases HTML & CSS (en local)
- Tableaux : fonctions avancées incluant formulaires, tris, filtres, rechercheV, consolidation, calculs conditionnels, tableaux croisés dynamiques, graphiques élaborés
- Prise en main d'un outil de dessin vectoriel
- Prise en main d'un outil de carte heuristique
- Multimédia : réalisation d'une vidéo avec outils d'enregistrement & mixage de son
- Respect de la législation, notamment du droit de propriété intellectuelle et du droit à la vie privée

## SAE 4.02. Pilotage commercial d'une organisation

---

ECTS	3
Language	French
Workload	one-week intensive course

### Compétences ciblées

- Conduire les actions marketing
- Vendre une offre commerciale
- Communiquer l'offre commerciale

### Objectifs :

Assurer le pilotage d'une entreprise fictive grâce à la mobilisation des compétences marketing, vente et communication commerciale.

La problématique professionnelle consiste à maîtriser les enjeux de gestion d'une entreprise et l'interdépendance des fonctions et des décisions qui structurent le fonctionnement d'une entreprise.

### Descriptif :

- Pilotage d'une entreprise virtuelle
- Prise de décisions en mettant en oeuvre des compétences marketing, vente et communication commerciale au service de la performance de l'entreprise

SPRING  
TERM

## RI - French as a foreign language 2

COMPULSORY for international students

---

ECTS	4
Language	French
Workload	20h

This course is compulsory. It is only for international students.

# SPRING TERM

RI – Socio-economic strategy to enable overall and sustainable performance

**COMPULSORY for international students**

---

ECTS	4
Language	English
Workload	20h + 45h individual work

This course is taught in project mode and through learning by doing, in partnership with a company in the Drôme region.

## R4.01. Marketing strategy

---

ECTS	4
Language	English
Workload	15h + individual work

### Course objective:

The fundamental objective of this course is to provide students with an understanding of the practical aspects of marketing management. This integrative course allows you to apply marketing theories and concepts to “real world” situations. After participating in the course the student will be able to:

1. Differentiate Marketing strategy and strategic marketing
2. Explore a set of marketing strategies : sustainable marketing, experiential marketing, Inbound marketing, niche marketing
3. Analyse a firm’s current situation through applying internal and external analyses.
4. Build a market strategy through integrating concepts like product life cycle, adoption, segmentation, branding, pricing, distribution, and market communication.
5. Develop and present a market strategy.

Class Participation is absolutely essential. You are expected to have read the assigned materials (articles and/or handouts) before the class meeting.

### Assessment :

- Group Presentation
- Final Test

### Suggested Reading :

Fifield, Paul (2008) Marketing Strategy Masterclass, Implementing Market Strategies, Elsevier (Free access on Scholarvox)

## R4.04. Consumer law

---

ECTS	3
Language	English
Workload	8h + individual work

We will study consumer law in the EU legal environment.

The society has known, since the Second World War, an important development: the consumer's society is a society of abundance in which credits have an essential role as an instrument of consumption. The increasing purchasing power and the "new" needs lead to the creation of new sales techniques: marketing, publicity and mostly financing techniques. This consumer's society, this society of abundance generates serious economic and social consequences for consumers, mostly debt problems. Some consumers, due to their modest earnings, because of their age or their ignorance, are particularly low against marketing professionals. Consumers are simply objects of manipulation. So, it is necessary to protect the consumer against dishonesty by professionals. The consumer law is designed to protect a particular category of contractor: the consumer.

In order to promote the consumers' interests and to ensure a high level of consumer protection, the Union shall contribute to the protection of the health, safety and economic interests of consumers, and to the promotion of their right to information, education and to organize themselves in order to safeguard their interests. The European Union law and its directives contribute to the harmonization national legislations in order to eliminate the barriers stemming from the fragmentation of the rules and to complete the internal market in this area. Furthermore, consumers should enjoy a high common level of protection across the Union.

### Lesson Plan:

#### Introduction:

- the characteristics of consumer law
- the sources
- the actors

#### I. Conclusion of the consumer contract

##### A. The commercial practices

1. The unfair commercial practices
2. The regulated commercial practices
  - a. The definitions of distance selling and off-premises contracts
  - b. The applicable rules

- B. Consumer information
- C. The terms of the consumer contract
  - 1. The contract submission
  - 2. The unfair terms
    - a. Definition
    - b. The persons who are competent to declare that a term is unfair
    - c. The sanctions
- II. The performance of the consumer contract
  - A. The safety obligation
  - B. The conformity/compliance requirements
- III. Financing the consumer contract
  - A. Credit agreement for consumers
    - 1. Advertising
    - 2. Pre-contractual information
    - 3. Obligation to assess the consumer's creditworthiness
    - 4. Information to be included in a credit agreement
    - 5. Right of withdrawal
    - 6. Open-end credit agreement
    - 7. Early repayment
    - 8. Linked credit agreement
  - B. Consumer credit agreement for residential immovable property
    - 1. Advertising
    - 2. Pre-contractual information
    - 3. Obligation to assess the consumer's creditworthiness
    - 4. Early repayment

## R4.05. Business English 2

---

ECTS	4
Language	English
Workload	17h + individual work

### Course objectives

By the end of the course, students should have developed skills in the following fields:

- ⇒ Acquiring new vocabulary linked to marketing, communication, negotiation.
- ⇒ Improving one's skills in speaking, writing and listening.
- ⇒ Getting more confident when talking with someone.
- ⇒ Acquiring strategies to talk with someone and understand someone.
- ⇒ Improving one's grammar.

By the end of the semester, students should be able to:

- ⇒ Be more confident when talking with someone in English in a professional situation.
- ⇒ Understand people speaking English in a professional situation.
- ⇒ Craft their CV and letter of application in view of getting a job/internship

Comment very precisely on graphs and trends (found in relation to a given topic and/or made by themselves in relation to a given topic) using the grammatical structures and methodology provided in class

### Course description

- This class aims at reinforcing your ability to speak in a foreign country (in everyday life and in the professional world). Thus, students will be strongly encouraged to participate in numerous oral projects and role plays. Consequently, students will be directly involved in the contents of the course which shall not be, in any way, a lecture.
- A constant and regular oral participation will be expected.
- The following themes shall be tackled:
  - ⇒ CVs and letters of application
  - ⇒ Crafting a leaflet
  - ⇒ Graphs and trends

## R4.07. Business communication 2

---

ECTS	4
Language	English
Workload	15h + individual / group work

## INTERNATIONAL TRADE BLOCK 2

---

ECTS	16 ETCS
Language	English
Workload	15h + individual work

This block is made of 4 courses:

**R4.BI.09. Purchasing strategy**

**R4.BI.10. International trade**

**R4.BI.11. Intercultural management**

**SAE BI.03. Group project: developing an international offer**

### **R4.BI.09. Purchasing strategy**

In this course, you will learn how to formulate an international purchasing business strategy by conducting a structured export/import diagnostic using strategic tools (internal information gathering) and select appropriate export and import markets using indicators.

#### Course content

- Analyzing the international purchasing strategies of companies to understand their stakes and their implications in the global functioning of the company
- Identifying purchasing issues (Kraljick matrix, Pareto analysis of suppliers, etc.)
- Understanding the purchasing process adapted to the stakes: needs study, specifications, sourcing, selection matrix, notion of internal customer and supplier
- Understanding company policy and purchasing policy
- Managing a purchasing watch: supplier mapping
- Paying attention to ethics and responsibility of the buyer

## R4.BI.10. International trade

### Objectives

- Understand the rules of import-export
- Know the basics of export negotiation

### Course content

- Incoterms
- International transport and logistics
- Carrier liability and transport insurance
- Introduction to the risks associated with international operations

### Course program

- Session 1 - Transport
  - ✓ The different modes of transport
  - ✓ The characteristics of each mode
  - ✓ The advantages and disadvantages of each mode
  - ✓ The choice of transport mode
- Session 2 - Incoterms
  - ✓ Multimodal Incoterms
  - ✓ Maritime Incoterms
  - ✓ To go further in the reflection and decision
- Session 3 - Risks related to logistics operations
  - ✓ Transport liability and transport insurance
  - ✓ Transport of dangerous goods
  - ✓ Handling of disputes

### Assessment

MCQ at the end of the resource 1.30

## R4.BI.11. Intercultural management

### Description

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.

### Intended Learning Outcomes

After completing this course, students will be able to:

- identify the differences between cultures in the main areas of the world and compare them in the field of management.
- recognize that space, time, values are cultural constructions.
- identify different leadership styles.
- apply this knowledge in order to avoid misunderstandings and recommend improvements.

### Indicative Course Content

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

# SPRING TERM

## **SAE BI.03. Group project: developing an international offer**

This group project is part of an LES (Learning and Evaluation Situation) where students work autonomously on a project, in groups, while being supervised by a teacher.

Every group must work on French company wishing to develop its business internationally (in a specific region). Each group will be assigned / choose a region of the world.

The group will work on an extensive analysis of the region that (generally) should include the following aspects: Strategic Business Areas, SWOT, Pestel, Mix Marketing, Decision making for the new region.

### *GENERAL OUTLINE OF TOPICS TO BE COVERED IN THE ASSIGNMENT*

#### *Part1: the company in France*

- Analyzing the actual “Strategic Business Areas” of the company
- Swot
- Pestel
- Mix marketing

#### *Part 2: The company in the new region*

##### **A. General Description of the Region (suggested aspects)**

- General overview of the location of countries within the region
- Population of the countries within the region (both number and distribution)
- Each country’s relevant trade statistics,
- top 2 exports and top 2 imports of each country
- brief historic account of trade with the countries
- other broad aspects (of your choice)

##### **B. Economic Environment of countries within the Region**

- Per Capita Income / Average Household Incomes of countries within the region
- Income distributions within the region
- General state of the economy in various countries within the region
- Significance of these economic aspects for marketing in these countries

##### **C. Cultural Environment of the countries within the Region**

- Language(s) spoken in various countries within the region

- Religion(s) prominent within various countries
- Specific aspects such as customs, business practices, etc.
- How do these cultural aspects impact marketing activities within the region?

#### D. Political/Legal Environment of the countries within the Region

- General political system and climate in various countries within the region
- Various laws and regulations that apply to firms doing business in different countries within the region
- Customs regulations, tariffs, etc. that apply to businesses. A general discussion pertaining to major product categories is OK; you don't have to list specific tariffs for each product. Present the general numerical range of tariffs, if possible.

#### E. Financial Environment of the Country

- Currency(ies) being used
- Exchange rates with respect to the Euro zone
- Brief historic account of exchange rates with
- How do aspects of the financial environment in this region affect marketing activities of firms?

#### F. Nature of Infrastructure

- General description of infrastructure in various countries in the region; i.e. presence and quality of road, rail, and air transportation; communication systems; marketing research services; advertising agencies; retail outlets; other relevant aspects
- Internet infrastructure: percentage of population with Internet access, percentage of people who buy over the Internet, significance of Internet-based marketing in these markets.
- What potential effects can the nature of infrastructure in this region have on firms' ability to market in these countries?

#### G. Specific Marketing Information (where available)

- Current presence of major local business and international business. product/service areas in the countries of the region if there any difference
- Nature of businesses' presence (e.g., discuss some examples of direct investment by joint ventures, franchises, etc.)
- Major areas of opportunity for firms in the region (e.g., what types of products/services are going to be major opportunity areas).
- Current issues and concerns (if any) for businesses and/or individuals interested in doing business in the region.

#### H. Adaptation of the mix marketing linked to the chosen region

In this section briefly address if the key information provided in sections A-G indicates that this is a desirable or an undesirable country for firms to consider as an international business alternative. Precise the mix marketing for this region and justify your assessment. (This section is important!).

Please keep in mind that this is a general outline, and you should try to expand upon this and include more relevant information if possible. Also, individual countries will vary in terms of quantity and quality of information available. Hence this outline is only meant to provide you with a general description of what is expected from you in terms of this assignment. Within each group of countries, I don't expect you to include equal amounts of information pertaining to each country.

This assignment has two parts: (1) an oral presentation and (2) a written (executive) summary.

1. Presentation: Each group will have 15 (maximum) minutes for the presentation. Where possible, make the presentations interesting and colorful, showing visuals from the analyzed countries that are relevant (major aspects of the culture, environment, people, etc.), so that the audience will get a visual feel for the country (this is meant to augment the content of your presentation and is not a substitute for it)
2. Brief written executive summaries: Each group is responsible for supplying a copy of their executive overview of their report. These summaries should *not* exceed three pages (12-point font)

\*Please indicate your sources for every specific information: websites, references

## SAE 4.01.TC Group project: Organising an event and evaluating it using commercial tools

---

ECTS	4
Language	French / English-friendly
Workload	15h + 70h individual / group work

**This group project is the second part of “SAE 3.01. Group project: leading a project / preparing an event using marketing techniques”.**

**However, it might be selected by students coming for the second semester only.**

Part of this course will be in French, so an B1 level in French is recommended.

is part of an LES (Learning and Evaluation Situation) where students work autonomously on a project, in groups, while being supervised by a teacher.

The students will work in groups among French students. They will take part in a project that starts in September and ends at the end of March. Each group works on a different project.

For example:

- Movie festival: an annual movie festival organised in Valence with movies from the Spanish-speaking countries.
- Alticiades: a competition involving more than 20 IUTs from all over France in March. The event takes place in a ski resort and lasts one week. Students will compete in various events: sales talk, food fair, ski, unidentified sliding object, etc...

During the spring term, the students will focus on organising the event, getting ready for the D day .

## SAE3.BI.02. Démarche de création d'entreprise à l'international

---

ECTS	4
Language	French
Workload	two-week intensive course

### Compétences ciblées :

- Formuler une stratégie de commerce à l'international
- Piloter les opérations à l'international
- Conduire les actions marketing
- Vendre une offre commerciale
- Communiquer l'offre commerciale

### Objectifs

Dans un contexte simple de création d'entreprise, développer des attitudes entrepreneuriales en favorisant la créativité, la prise d'initiative, l'autonomie, la prise de risque, l'anticipation et le travail en équipe et mobiliser les compétences en pilotage d'opérations à l'international, en stratégie du commerce international, mais aussi en marketing, en vente et en communication commerciale et sensibiliser au choix du statut juridique et de l'organisation.

La problématique professionnelle est centrée sur la distribution d'un produit étranger en France, ou d'un produit français à l'étranger, dans une situation d'import ou d'export ou d'ouverture d'un point de vente à l'étranger.

### Contenu :

Construction d'une démarche de création d'entreprise tournée vers l'international :

- De l'idée au projet commercial
- Rejoindre et s'intégrer dans un réseau de créateurs d'entreprises et/ou des organismes d'aide à la création d'entreprise

## R4.03. Conception d'une campagne de communication

---

ECTS	3
Language	French
Workload	13h + individual work

Compétence ciblée: communiquer l'offre commerciale

### Descriptif

Contribuer au développement de la ou des compétences ciblées :

- Elaborer une stratégie de communication adaptée à un cahier des charges
- Proposer un plan de communication

### Contenu

- Réflexion stratégique : cibles, objectifs, stratégie de communication (ressources S1) / élaboration du budget de campagne
- Indicateurs de choix des supports : audience utile, affinité, coût pour mille
- Plan média : approche 360°, cohérence des moyens
- Stratégie de création de contenu et messages performatifs / brief, copy-stratégie, storyboard, copy-writing
- Évaluation et analyse d'une campagne : pré-test et post-test