



PROGRAMME IBA

2011-2012

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This syllabus may be modified in order to adapt to developments in the world of work and to privilege improvement of teaching.

KEY

ABBREVIATION	EXPLANATION
ECTS	European Credits Transfer System
UE	Teaching Units
COURSES	
MKG	Marketing and Sales policy
ENV	Environment of the company
FC	Finance - Auditing
HO	Human resoures
LAN	Languages
SIO	Information systems & optimisation des processus
PPP	Professionalism, follow up of personal project
PRO	Projects and studies
PASS	Optional module
MKG471	Marketing and Sales policy, ESCIP4, Semester7, module n°1

ESCIP - FOURTH YEAR 2011-2012

FOURTH YEAR SYLLABUS

IBA

Codes	MODULES	ECTS Credits	Course ESCIP/IBA	Course IBA	Practical Work ESCIP/IBA	Total
	<u>MARKETING & SALES PROCESSES</u>					
MKG471	Operational International Marketing	3	12 h		9 h	21 h
MKG472	Sales forecasts	2	6 h		9 h	15 h
MKG474	Sales Presentation Merchandising	3		21 h		21h
	<u>ENVIRONMENT OF THE COMPANY</u>					
ENV471	International Business Strategy	3	12 h		18 h	18 h
ENV472	Sustainable Development	2			6 h	18 h
ENV473	Business Ethics	2		15 h		15 h
ENV474	European Business Law	2		18 h		18 h
	<u>FINANCE & AUDITING</u>					
FC472	International finance	3		21 h		21 h
	<u>HUMAN RESOURCES MANAGEMENT</u>					
HO472	International Cross-cultural Management - Conferences - International Day	3	(6*2) h			12 h
	<u>LANGUAGES</u>					
LAN475	French as a foreign language - Intensive Seminar	4		19,5 h		19,5 h
LAN476	French as a foreign language - Semester Course			21 h		21 h
	<u>INFORMATION SYSTEMS & PROCESS OPTIMIZATION</u>					
SIO471	Purchase and logistics	3	12 h		9 h	21 h
	TOTAL	30				
	<u>OPTIONAL MODULE</u>					
PASS1-2-3-4	Sport or Introduction to Spanish, Italian, Chinese	1				
	TOTAL	1				
	TOTAL	31	54 h	115,5 h	51 h	220,5 h

COMPULSORY TEACHING UNITS

MARKETING & SALES PROCESSES

- Operational International Marketing
- Sales forecasts
- Sales Presentation Merchandising

OPERATIONAL INTERNATIONAL MARKETING

MKG471	Operational International Marketing			Year : 4	Semester : 7
Course : 12 h	Practical work : 9 h	Tutoring :		Length	21 h
Instructor				Language	English
Academic Department				ECTS	3

COURSE OBJECTIVES

The objective of this course is to give students understanding of the operational international marketing principles of companies. Students should be able after the course to build international marketing mix for products and services.

TARGETED SKILLS

The course is designed to give students insights in :

- Building country selection charts
- Developing international product-lines and consistent pricing
- Understanding of communication campaigns
- Building layouts of campaigns
- Briefing international advertising agencies

COURSE CONTENT

1. Introduction to International Marketing Key Concepts

1.1 Principles of International marketing

1.2 Classifications : Global / Local /Glocal / Ethnocentric, Polycentric, Regiocentric

1.3 International strategy Success Keys

2. International development strategy

2.1 Capability of the company to develop an international strategy (international diagnostic)

2.2 Market selection

2.3 Entry mode

3 Strategy

3.1 Market analysis

3.11 Market research tools

3.12 Information sources

3.2 Segmentation, Targeting, Positioning

3.3 Foreign culture understanding

4. The 4 P

4.1 Product strategy

4.2 Pricing strategy

- 4.3 Distribution strategy
- 4.4 Advertising strategy
 - 4.41 Building a briefing to agencies
 - 4.42 Partner selection
- 4.5 Building an advertising campaign
 - 4.51 Printing copy
 - 4.52 Public Relation
 - 4.53 Direct Marketing
 - 4.54 Internet
- 4.6 Pre Test and Post Test of an advertising campaign
- 4.7 Sales Promotion

ASSESSMENT

Continuous assessment	40%
Written test	...%
Oral test	...%
Contribution to the class and case studies	...%
Group case study	...%
Individual case study	...%
Group work	...%
Files / Exercises	...%
Other (à préciser) :	...%
Final exam	60%

100%

REFERENCES

- Global Marketing Management*, 7th edition, KEEGAN (W.), Prentice Hall, 2002.
International Marketing, CATEORA (P.), GRAHAM (J.), McGraw-Hill, 2001.
Global Marketing Management, KOTABE (M.), HELSEN (K.), John Wiley and sons, 2000.

SALES FORECASTS

MKG472	Sales forecasts			Year : 4	Semester : 7
Course : 6 h	Practical work : 9 h	Tutoring :		Length	15 h
Instructor				Language	English
Academic Department				ECTS	2

COURSE OBJECTIVES

The aim of this course is to enable the student to understand how sales forecasts are determined and more precisely to assimilate how to choose calculation methods, select data, interpret results and assess the process.

COURSE CONTENT

1 - Introduction to Business Forecasting

A broad overview of business forecasting and its role in the corporation.

2 - Forecast Accuracy and Evaluation :

A look into evaluating the accuracy of forecasting methods.

3 - Exponential Smoothing Models :

A survey of exponential smoothing techniques with particular emphasis on the Holt-Winters family of models. Topics include pros and cons of using these models, how and when they should be applied, how they work.

4 - Event Models :

Event models extend the functionality of exponential smoothing models by providing adjustments for promotions, strikes and other noncalendar based events.

5 - Box-Jenkins :

An exploration into the use of ARIMA models for business forecasting. Topics include advantages/disadvantages of using these models, how and when they should be applied, automatic identification procedures, differencing and models diagnostics.

6 - Forecasting a Product Hierarchy :

A discussion of issues pertaining to forecasting large volumes of data. Topics include evaluating and forecasting SKU data, ABC (Pareto) classification of data, measuring accuracy across multiple time series, and the role of forecasting in Demand/Supply Chain Management solutions. An extension of batch forecasting, this section explores hierarchical forecasting techniques. Lesson topics include discussion of the need for forecasting at various levels, product vs. geographical hierarchies, reconciliation strategies, top-down vs. bottom-up approaches, and adjustment for seasonality.

7 - Dynamic Regression :

A look into the ins and outs of regression forecasting. Topics include determining when regression models are best applied, how to build the model, ordinary least squares, leading indicators, lagged variables.

8 - Forecasting software :

A look into the existing software.

ASSESSMENT

Continuous assessment	50%
Written test	%
Oral test	...%
Contribution to the class and case studies	...%
Group case study	...%
Individual case study	...%
Oral presentation	...%
Files / Exercises	...%
Other (à préciser) :%
Final exam	50%
	100%

REFERENCES

Pratique de la Prévision des ventes, Conception de systèmes, BOURBONNAIS (R.) & USUNIER (J.C.), Economica, 1997
Méthodes Statistiques en Gestion, TENENHAUS (M.), DUNOD, Juillet 1996
Mercator, LENDREVIE & LINDON, Editions Dalloz, 1997 (5^{ème} édition)
Marketing Management, KOTLER & DUBOIS, Editions Publi Union, 1997 (9^{ème} édition)
Marketing Opérationnel : liaisons et interfaces dans l'entreprise, CROUTSCHE (J.J.), Editions ESKA, 1993

SALES PRESENTATION MERCHANDISING

MKG474	Sales Presentation Merchandising	Year : 4	Semester : 7
Course	Practical work :	Tutoring :	Length : 21h
Instructor		Language	English
Academic Department		ECTS	3

COURSE OBJECTIVES

- To inform the students of the following :
 - the French distribution system;
 - the basic aspects of a sales presentation in B2B situations;
 - merchandising approaches that industrial companies can develop towards large-scale retailing (hypermarkets & supermarkets) ;
 - different tools/media/aids and software that can be used by salesmen depending on the type of merchandising they have to negotiate ;
- To compare our French distribution system with their home distribution system ;
- To train them in selling using role play.

TARGETED SKILLS

- To be able to sell a product to the mass distribution in France.
- To be able to use merchandising arguments when selling a product.
- To be able to understand a merchandising approach developed by a company.

COURSE CONTENT

1 – The distribution system and sales presentation :

- general definitions concerning the distribution system
- the six steps of the sales process : goals and actions
- some techniques of communication and behaviour for

2 – Merchandising :

- the context and the general definitions concerning merchandising
- the different kinds of merchandising : What and how
- the tools/media/aids used in each kind of merchandising
- the implementation of a merchandising approach
- the main information and services brought by merchandising

ASSESSMENT

Continuous assessment	40%
Written test	%
Oral test	...%
Participation to the courses and to role play	...%
Group case study	...%
Individual case study	...%
Group report and oral presentation	...%
Files / Exercises	...%
Other (à préciser)	...%
Final exam	60%

100%

REFERENCES

Marketing Management, KOTLER, KELLER, MANCEAU & DUBOIS, Pearson Education, 2009.

Marketing Channels, COUGHLAN & STERN, Pearson, 2006

Questions that sell: the powerful process for discovering what your customer really wants, P. CHERRY, Amacom, 2006

Merchandising : Theory, principles and practice, GRACE I. KUNZ

Magazines: Action Commerciale, LSA, Point de Vente

ENVIRONMENT OF THE COMPANY

- International Business Strategy
- Sustainable Development
- Business Ethics
- European Business Law

INTERNATIONAL BUSINESS STRATEGY

ENV471	International Business Strategy	Year : 4	Semester : 7
Course	Practical work : 18h Tutoring :	Length	18 h
Instructor		Language	Anglais
Academic Department		ECTS	3

COURSE OBJECTIVES

- To understand the development of international trade and the strategy of multinational companies.
- How to structure and develop organizations to meet changes in the international competitive environment.
- Through ten business cases, we will analyze the organization and international strategy of those multinational companies on a worldwide basis.

TARGETED SKILLS

To prepare students to understand and to operate in an international company as well as to realize the growing importance of emerging markets such as the BRIC countries.

Type of job : international project manager.

CLASS CONTENT

INTRODUCTION: a new approach to being international :

A. FIVE MAIN INTERNATIONAL STRATEGIES:

1. Multidomestic strategy
2. Global strategy
3. International exporter strategy
4. Transnational strategy
5. Strategic alliance

B. STRATEGY, TACTICS AND BUSINESS PLAN

- Corporate strategy
- Reasons for an international strategy
- Strategic planning
- Price strategy
- Distribution strategy

C. EXAMPLES OF INTERNATIONAL STRATEGY

- Strategy 3 levels: DANONE
- French groups strategy
- Personal experience: EUROTAINER

D. TRIAD STRATEGY AND BRIC COUNTRIES

- Triad or BRIC strategy
- International corporate organization
- A specific strategy for BRIC countries

E. STRATEGY FOR DEALING WITH CULTURAL DIFFERENCES

- Country clusters
- Company approach for foreign markets
- Management best orientations

F. METHODS FOR FOREIGN DIRECT INVESTMENT

- Greenfield strategy
- Acquisition strategy
- Joint venture

CONCLUSION: international manager qualifications

BUSINESS CASES PRESENTATION

Business case 1 : **NESTLE**

This case explores the methods NESTLE uses to manage its spreading operations.

Business case 2 : **CARREFOUR**

This case analyzes the location, pattern and reasons for Carrefour's international operating locations.

Business case 3 : **PEPSICO in INDIA**

This case describes the bargaining process for establishing a new venture in India.

Business case 4 : **AVON**

This case describes Avon's push into foreign markets and its combination of globally and nationally responsive practices.

Business case 5 : **GENERAL ELECTRIC in HUNGARY**

This case presents the dynamics of GE's management and control of Hungarian operations as those operations have grown.

Business case 6 : **MAC DONALD in RUSSIA**

This case examines the process of setting up a joint venture in Russia.

Business case 7 : **FORD EUROPE**

This case examines Ford's strategy for organizing production in Europe to take advantage of the European Union.

Business case 8 : **WAL-MART MEXICO**

This case presents how the implementation of NAFTA has affected WAL-MART success in Mexico.

Business case 9 : **DAIMLER-CHRYSLER**

This case presents an acquisition which started as a dream and finished as a nightmare.

Business case 10 : **RENAULT-NISSAN**

This case presents the strategic alliance implemented successfully by Carlos Ghosn.

ASSESSMENT

Continuous assessment	40%
Group oral presentation	30 minutes
Group written report	10-15 pages
Business case oral presentation	...%
Individual evaluation	20%
Business case written report	...%
Group evaluation	20%
Final exam	60%

100%

RECOMMENDED BOOKS

International Business, by Daniels and Radebaugh, edited by Pearson.

International Business, by Griffin and Pustay, edited by Pearson

The dynamics of international strategy, by Segal-Horn and Faulkner, edited by Thomson Learning

International marketing strategy, by Frank Bradley, edited by Prentice Hall

SUSTAINABLE DEVELOPMENT

ENV472	Sustainable Development			Year : 4	Semester : 7
Course	12 h	Practical work	6 h	Tutoring	Length : 18 h
Instructor				Language	English
Academic Department				ECTS	2

COURSE OBJECTIVES

- To understand the key issues of sustainability, and how they relate to business.
- To see sustainability as a competitiveness issue, and not as a compliance "problem".
- To provide tools to apprehend and manage sustainability issues, regardless of the sector or operating environment of the organisation.

TARGETED SKILLS

To enable future managers to integrate sustainability into their specific roles.

CLASS CONTENT

What is sustainable development: historical background, recent trends.

What is a responsible company ? Sustainability and Corporate Social Responsibility (CSR) in "traditional" and new business models.

- World Forum Responsible Company Lille

Principles of CSR (accountability, transparency, ethical behaviour, stakeholder relations, human rights...)

Core subjects for CSR: governance, labour practices, the environment, consumer issues, community involvement...)

Tools and methods for applying sustainability in all businesses

- Determining material issues for business: undertaking sustainability gap analyses and the AccountAbility 5 point materiality test
- Sustainability management: the importance of Key Performance Indicators
- Sustainable design and Life Cycle Analysis
- Sustainability Reporting
- Stakeholder engagement

Various case studies (local and international) will be presented throughout the course:

- Sustainability and Risk: Case studies where neglecting sustainability issues has created major problems for businesses
- Sustainability opportunities: Increased investment in companies that take sustainability seriously, sustainability as a driver of value and innovation, creating customer and employee loyalty, the "eco-consumer"
- New sectors: fair trade, social enterprise, eco enterprise.

ASSESSMENT

Continuous assessment	60%
Group written report - 10-15 pages - Contribution weighted by peers	20%
Group presentation - 30 mins total	20%
Individual assignment - International case study article- 5000 characters and 2 images, best articles to be published.	20%
Final exam	40%

100%

RECOMMENDED BOOKS

- World Forum on Responsible Business www.worldforum-lille.org (case studies in English and in French)
- La Stratégie Nationale de Développement Durable www.developpement-durable.gouv.fr, www.ecologie.gouv.fr/-SNDD-actualisee-.html
- World Business Council for Sustainable Development www.wbcsd.org (research and case studies)
- Global Reporting Initiative G3 guidelines www.globalreporting.org (available in French and English)
- European Sustainability Reporting Association www.sustainabilityreporting.eu
- The Materiality Report: Aligning Strategy, Performance and Reporting www.accountability21.net/
- The Stakeholder Engagement Manual www.accountability21.net/

BUSINESS ETHICS

ENV473	Business Ethics		Year : 4	Semester : 7
Course : 15 h	Practical work :	Tutoring :	Length	15 h
Instructor			Language	English
Academic Department			ECTS	2

COURSE OBJECTIVES

To understand the role of ethics in the business world and the ethical dilemmas encountered by managers.

TARGETED SKILLS

To give to students practical tools to handle moral dilemmas in the workplace and the world.
12 business cases for discussion with students will describe real business situations in which moral issues are raised.

CLASS CONTENT

Introduction: what is Business Ethics ?

A. Arguments for and against business ethics :

Corporate code of ethics
Some companies have chosen profit over ethics
Ethical behaviour is the best long-term business strategy
Definition of ethics
Ethics and morality
Business ethics and cultural differences
Intellectual property rights

B. Ethics in international business

Legal and ethical issues
Bribery in international business

C. Ethics in the market place

Price fixing
Perfect competition
Monopoly competition
Oligopolistic competition

D. Ethics and the environment

Social responsibility and main threats
Air pollution
Water pollution
Land pollution
Resource depletion

E. Ethics of consumer protection and marketing

Market and consumer protection
Advertising ethics
Consumer privacy

F. Ethics of job discrimination

Discrimination

What distinctions can companies reasonably make ?

Principle of equality

Sexual harassment

Three job management tools

Conclusion : The individual in the organization

Whistleblowing

Conflict of interest

Insider trading

BUSINESS CASES

Business case n°1 : HERSHEY CONFLICT WITH REM

Business case n°2 : FIRESTONE TIRE RECALL

Business case n°3 SUNBEAM AND CHAINSAW AL

Business case n°4 : NAPSTER DEBATE OVER COPYRIGHT INFRINGEMENT

Business case n°5 : DOW CORNING BREAST IMPLANTS

Business case n°6 : MITSUBISHI SEXUAL HARASSMENT

Business case n°7 : A TOBACCO HARMFUL PRODUCT ADVERTISING

Business case n°8 : BEN AND JERRY'S SOCIAL RESPONSIBILITY

Business case n°9 : EXXON VALDEZ WRECK

Business case n°10 : MICROSOFT

Business case n°11 : ASTRA USA

Business case n°12 : MATTEL TOYS

ASSESSMENT

Continuous assessment	100 %
Written test	50 %
Oral test	50 %
Group oral presentation	20 minutes
Group written report	10 pages
Individual evaluation on oral presentation	
Group evaluation on written report	
Files / Exercises	... %
Other (à préciser) :	...%
Final exam	

100%

RECOMMENDED BOOKS

1. Business Ethics : concepts and cases, by Manuel VELASQUEZ, edition 6, edited by Pearson International.
2. Business Ethics : ethical decision making and cases by FERRELL and FRAEDRICH, edition 5, edited by Houghton MIFFLIN.

EUROPEAN BUSINESS LAW

ENV474	European Business Law		Year : 4	Semester : 7
Course : 18h	Practical work :	Tutoring :	Length	18h
Instructor			Language	English
Academic Department			ECTS	2

COURSE OBJECTIVES

Students are expected to understand the court system, European institutions, and business law in Europe. The course is also to make them aware that whatever one does when doing business always has legal consequences.

TARGETED SKILLS

To make students analyse and respond to legal case studies so that they are able to put into practice what they have learnt in class.

CLASS CONTENT

Part 1 : Introduction : the legal framework for European business

- Distinction between several branches of law
- Sources of law
- Court Systems

Part 2 : Business Contract in Europe

- Formation of business contract
- Structure and content of business contract
- Movement of goods in Europe
- Non-performance of contractual obligations

Part 3 : Intellectual Property Law

- Author's Right
- Patent Law
- Trademark Law

Part 4 : Resolving a dispute with an EU firm

- Arbitration
- Mediation

ASSESSMENT

Continuous assessment	40%
Written test	
Oral test	...%
Group oral presentation	15%
Group written report	10%
Individual evaluation on oral presentation	...%
Group evaluation on case studies	15%
Files / Exercises	...%
Other (à préciser) :	...%
Final exam	60%

100%

RECOMMENDED BOOKS

Larry Mead & Kevin Bampton, *Fundamentals of Ethics, Corporate Governance and Business Law*, Cima Publishing 2009; Atiyah P.S, Adams J., Macqueen, *The Sale of Goods*, Pearson Education Limited, 11th ed. 2005, Richards P. *Law of Contract*, Pearson Education Limited, 7th ed. 2006, Bocquillon J-F., Mariage M. *Introduction au droit*, Dunod, 2007;

www.legifrance.gouv.fr (international legal texts, decisions, ...)

www.dalloz, analysis (french)

www.lextenso.com, analysis (french)

FINANCE & AUDITING

➤ International finance

INTERNATIONAL FINANCE

FC472	International finance		Year : 4	Semester : 7
Course : 21h	Practical work :	Tutoring	Length	21h
Instructor			Language	English
Academic Department			ECTS	3

COURSE OBJECTIVES

This course will be an overview of international finance. The purpose is to explain how economic and financial theories can help us to understand the economic opportunities and challenges the world will face in the future. Students should have a working knowledge of Micro and Macro economics and finance.

TARGETED SKILLS

The student should be able to develop an objective vision concerning the financial health of a multination firm. Without focusing on the technical side, more practical skills will be developed.

COURSE CONTENT

Chapter 1: Globalization and the multinational firm

Chapter 2: International monetary system

Chapter 3: The Balance of Payments

Chapter 4: The market of foreign exchange

Chapter 5: International parity relationships and forecasting foreign exchange rates

Chapter 6: Futures and options on foreign exchange

ASSESSMENT

Continuous Assessment	40%
Written test	...%
Oral test	...%
Individual contribution	...%
Group work	...%
Individual case study	...%
Oral presentation	...%
Files / Exercises	%
Other (à préciser) :%
Final exam	60%

100%

PRE-REQUISITES

Financial Theory
 Investment choice under uncertainty
 Statistics

REFERENCES

Alan G. SHAPIRO, *Multinational Financial Management*, Eighth Edition, John Wiley & Sons, INC.

Geert BEKAERT & Robert J. HODRICK, *International Financial Management*, Pearson International Edition, Pearson Prentice Hall.

HUMAN RESOURCES MANAGEMENT

➤ International Cross-cultural Management

INTERNATIONAL CROSS-CULTURAL MANAGEMENT

HO472	International Cross-cultural Management		Year : 4	Semester : 7
Course : 12h	Practical work :	Tutoring :	Length	12h
Instructors			Language	English
Academic Department			ECTS	2

Coordinating & managing multicultural teams

Watching & analyzing French context from a cross-cultural point of view

Analyzing Japanese Values Systems and its implication on managing French-Japanese teams

COURSE OBJECTIVES

This course aims to provide students with :

- awareness about how values systems and attitudes towards universal notions such as individualism, friendship, trust, ... influence behaviors
- basic information on French socio-cultural and historical background useful to fully appreciate the implication of HR Management in France - focus on French Education System
- information on Japanese values system and its implication on Managing French-Japanese teams.

At the end of the course, students should be able to understand the socio-cultural dimensions of cultural diversity and to communicate appropriately in an intercultural context.

TARGETED SKILLS

- Communication & Inter-personal skills,
- Cultural awareness & observation skills
- Self auditing

COURSE CONTENT

- Case studies & Exercises on values systems, representations, non verbal communication and communication styles
- Introduction to studies & research from French researchers, mainly in the fields of Sociology, anthropology and psychology giving some insights on French cultural, social and historical background.
- practical exercises on reciprocal perceptions about French Education System and its implication on HR Management
- Introduction to case studies & research on Japanese values system : general overview of Japan's historical background and economic development; Japanese mentality and its implication in terms of management, Japanese communication styles
- Simulation games

Doing Business in Great Britain and Ireland

COURSE OBJECTIVES

- Awareness of how cultural and national branding and promotion can be beneficial for export.
- How do you promote your country and brand to a foreign market ?
- Information on Great Britain & Ireland, Doing business with the British and Irish at home and abroad.
- Trade relations between Ireland and the rest of the world.

COURSE CONTENT

- Branding the country; governmental assistance and industry follow up.
- Branding a national product.
- The importance of nationality promotion.
- Governmental influence and assistance.
- European funding.
- Case studies : Kerrygold.
- Workshops and presentations.

TARGETED SKILLS

- Cultural awareness and observation skills.
- Communication and research skills.

ASSESSMENT

Conferences/International Day	30%
Group presentation	
Contribution to group report (weighted by peers)	
Participation to the courses	
Participation in group presentation	
Final exam	70%
	100%

LANGUAGES

- French as a foreign language – Intensive Seminar
- French as a foreign language – Semester Course

FRENCH AS A FOREIGN LANGUAGE – INTENSIVE SEMINAR

LAN475	French as a foreign language - Intensive Seminar		Year : 4	Semester : 7
Course : 19.5 h	Practical work :	Tutoring :	Length	19.5 h
Instructor			Language	French
Academic Department			ECTS	4

COURSE OBJECTIVES

As the prime objective is to integrate students in a French company, they will be prepared for getting a placement and quickly adapting to the company. This involves writing a CV, preparing for job interviews; students will also be introduced to business and economic vocabulary. Another objective is for students to master the French grammar necessary for quick, successful communication and adaptation. To achieve this, a number of written, audio and video documents will be used to answer students' questions and requirements. The emphasis will be on students' oral contribution.

COURSE CONTENT

1 - Adapting to a company :

- understanding a job offer
- writing a CV
- preparing for a job interview
- learning French social codes depending on the situation
- understanding a pay slip, a job contract
- knowing telephone expressions
- knowing how to ask for information and give instructions

2 - Daily communication :

Narrative (telling a story), descriptive, argumentative (judging, appreciating) explicative, and informative discourses will be studied in daily life situations

- reading a map, asking for directions
- telling the time and knowing dates
- at the hotel, restaurant, station, bank, doctor's
- radio, television..., news
- a number of cultural milestones : songs, press articles, adverts, films

3 - Grammar :

- the noun group...structure and agreement :
 - determiners (definite and indefinite articles and absence of determiners)
 - the noun (how it agrees, what are the exceptions)
 - substitutes (personal, demonstrative, possessive, indefinite, and relative pronouns)
 - the adverb : its position
 - the adjective, its position, and how it agree
- the verb group :
 - the verb : conjugating the indicative present, perfect, imperfect, future, conditional, subjunctive present and imperative
 - complements and their prepositions (dans, en, sur, chez, à, au,...)
 - how the past participle agrees, with auxiliary verbs être & avoir.
- clauses :
 - The relative clause (the difficult choice of pronouns) and the complement clause (the difficult choice of moods)
- sentences types and forms... construction
 - Injunction, exclamation, question, assertion, negative and affirmative

Contrasted analyses between spoken and written French.

FRENCH AS A FOREIGN LANGUAGE – SEMESTER COURSE

LAN475	French as a foreign language – Semester Course	Year : 4	Semester : 7
Course : 21 h	Practical work :	Tutoring :	Durée : 21 h
Instructors		Language	French
Academic Department		ECTS	2

OBJECTIFS PEDAGOGIQUES

Preparation for every day life in France (continuation of intensive French course).

TARGETED SKILLS

- Being able to fill in administrative documents
- Being able to use French in everyday situations : shopping, restaurant, local administration, social life

COURSE CONTENT

Learning how to speak French in situations related to buying, consumption, business and social life

- Shops
- Clothes : size, materials , shapes
- Health
- Food, drinks, French dishes La nourriture, les boissons, les plats français
- Writing a postcard
- Role plays – relating anecdotes ...
- Asking questions (how much, how ...)
- Expressing quantity (a little, a lot, enough ...)
- Present perfect
- Expressing time in the past
- Basic vocabulary – trade and companies

ASSESSMENT

Continuous assessment	40%
Written test	...%
Oral test	...%
Contribution to the class and case studies	...%
Group case study	...%
Individual case study	...%
Group work	...%
Oral presentation	...%
Files / Exercises	...%
Other (specify) :	...%
Final exam	60%

100%

REFERENCES

Le français commercial, Langues pour tous, Pocket, 1985.

Le français à grande vitesse, Hachette, 1994.

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Panorama de la langue française, GIRARDET (J.) et GRIDLIG (J-M), Editions Clé International, 1996.

INFORMATION SYSTEMS & PROCESS OPTIMIZATION

➤ Purchasing and logistics

PURCHAS ING AND LOGISTICS

SIO471	Purchasing and Logistics		Year 4	Semester: 7
Course :	12 h	Practical work 9 h	Tutoring :	Length 21 h
Instructor			Language	English
Academic Department			ECTS	3

COURSE OBJECTIVES

Present a general view of the purchasing function, of its mission and of its environment.

Give some practical tools for a successful mission of the function.

Raise a reflection about the strategic position of the function and the development of the Purchase Marketing.

COURSE CONTENT

- 1 – Purchasing and Procurement Function– Stakes
- 2 – Typology of Commodities
- 3 – Buying with the Internet : eprocurement
- 4 – Inventory Management
- 5 – Market Knowledge
- 6 – Constraints Risks Strategies
- 7 – Operational Marketing Action Plan
- 8 – Legal : Incoterms
- 9 – Negotiation

ASSESSMENT

Continuous assessment	40%
Written test	...%
Oral test	...%
Contribution to the class and case studies	...%
Group case study	...%
Individual case study	...%
Group work	...%
Files / Exercises	40...%
Other (à préciser) :	...%
Final exam	60%

100%

REFERENCES

- Global Logistics and Supply Chain Management, John Mangan, 2008 John Wiley & Sons Ltd.*
Les achats : un outil de management CLOUET (P.), Les Editions d'organisation, 1989
Acheter avec profit PERROTIN (R.), HEUSSCHEN (P.), Les Editions d'organisation, 1997
Le marketing Achats– Stratégies et tactiques PERROTIN (R.), Les Editions d'organisation, 1997
La lettre des achats Edition La lettre des achats

OPTIONAL TEACHING UNITS

OPTIONAL MODULE

- Sport
- LV3 (Spanish / Italian / Chinese)

SPORT

PASS1-3-4-5	Sport	Year : 4	Semester : 7
Course :	Practical work :	Tutoring :	Length : 18 h
Instructor			Language : French
Academic Department			ECTS : 1

OBJECTIVES

General :

- To develop one's potential resources by seeking success and effectiveness through the individual and collective action, self-confidence, personal fulfillment,
- To acquire skills and knowledge necessary to maintaining physical well being life and the life long health,
- To have access to cultural inheritance made up by the diversity of physical, sporting and artistic activities.

Specific :

- To facilitate the integration of students,
- To reinforce ESCIP's team spirit,
- To encourage the students' physical and psychosocial development.

COURSE CONTENT

- Concrete situations: exploitation of sport will be centered on making both motor and psychological skills operational.
- Differentiated and personalized courses - making a choice between a sports activity of competition and/or a physical maintenance and personal development.
- Project management ; managing a team, creating and follow up of a sports event.

Activities :

- athletics
- badminton
- basket-ball
- fitness
- football
- handball
- squash
- tennis
- table tennis table
- volley-ball

ASSESSMENT

- 2/3 of grade during the course :

Investment in personal project

Assessment of cognitive skills in relation to getting and/or staying fit

Entering competitions and sporting events (assessment of psycho-social skills, participation, organisation, management)

- 1/3 final grade

Evaluation of motor and cognitive skills acquired within the framework of the activity chosen by the student

SPANISH LV3 : POST BEGINNERS

PASS1-3-4-5	Spanish LV3 : Post Beginners	Year : 4	Semester : 7
Course :	TD :	Tutoring :	Length : 18 h
Instructor			Language : Spanish
Academic Department			ECTS : 1

COURSE OBJECTIVES

Students should be able to use oral Spanish language in class and participating in both individual and group work. The teaching will be supported by written (see bibliography), audio and video material. Active participation from the student is expected.

COURSE CONTENT

1 – Oral skills :

- Introducing yourself.
- Describing habits.
- Expressing likes and preferences .
- Proposing a sales argument.
- Expressing opinions and justifying them.
- Giving advice.
- Presenting a company.
- Explaining your C.V.

2 – Written skills :

- Numbers.
- Nominal group.
- The verb to be.
- Conjugation of the present tense. Main irregular verbs.
- (A MI) (NO) ME INTERESA(N) / GUSTA(N) / ENCANTA(N).
- HABER / estar;
- Y / NI / TAMBIEN / TAMPOCO.
- Interrogative phrases.
- NECESITAR / TENER QU + infinitive.
- Personal pronouns, direct and indirect objects.
- Reflexive verbs.
- Adverbs of frequency and quantity.
- C.V. and application letter.

ASSESSMENT

Continuous assessment	100%
Written test	40%
Oral test	20%
Participation	...%
Group case study	...%
Individual case study	...%
Oral presentation	20%
Files / Exercises	20%
Other (specify) :%
Final exam	...%

100%

SPANISH LV3 : LOWER INTERMEDIATE

PASS1-3-4-5	Espagnol LV3 : Lower Intermediate		Year : 4	Semester : 7
Course :	TD :	Tutoring :	Length	18 h
Instructor			Language	Spanish
Academic Department			ECTS	1

ACADEMIC OBJECTIVES

The students should be able to use oral Spanish language in class and participating in both individual and group work. The teaching will be supported by written (see bibliography), audio and video material. Active participation from the student is expected.

COURSE CONTENT

1 – Oral skills :

- Understanding offers of employment.
- Understanding instructions.
- Telephone techniques.
- At a hotel or restaurant.
- Reciting stories and memories...
- Giving instructions.
- Comparing people and things...
- Simulation job interview : C.V., letter of recommendation, telephone conversations.
- Spanish businesses (MANGO).

2 – Written skills :

- SER / ESTAR.
- ESTAR + ing.
- The past.
- Impersonal form
- The simple past.
- Comparative
- The near future.
- The relatives.
- The imperative.
- Indefinite articles
- The conditional present.
- Exclamations.
- Imperfect and subjunctive.
- Adverbs.
- Present subjunctive.
- POR / PARA.
- C.V. and letter of recommendation.

ASSESSMENT

Continuous assessment	100%
Written test	40%
Oral test	20%
Participation	...%
Group case study	...%
Individual case study	... %
Oral presentation	20%
Files / Exercises	20%
Other (specify) :%
Final exam	...%
	100%

BIBLIOGRAPHY

Gente : Curso de Español para Extranjeros, MARTIN PERIS (E.), SANS BAULENAS (N.), Difusión, 1997.
Intercambio, MIQUEL (L.), SANS (N.), Difusión, 1995.
En Equipo, ES, édition, Edinumen, 2002.
Claridad, CARO ALDA (O.), HIERRO FLORES (A.), DEMAZIERES (V.), Martorana, 1998.
Uso de la Gramática Española, CASTRO (F.), EDELSA, 1997.

ITALIAN LV3 : POST BEGINNERS

PASS1-3-4-5	Italien LV3 : Grands Débutants		Year : 4	Semester : 7
Course :	TD :	Tutoring :	Length	18 h
Instructor			Language	Italien
Academic Department			ECTS	1

COURSE OBJECTIVES

The students should be able to use oral Italian language in class and participate in both individual and group work. The teaching will be supported by written (see bibliography), audio and video material. Active participation from the student is expected.

COURSE CONTENT

1 – Oral skills :

- Understanding, asking and giving information, opinions and decisions in daily life and in business.
- Describing your habits.
- Expressing likes and dislikes.
- Expressing opinions and justifying them.
- Giving advice.
- Reading texts and understanding principle information.
- Presenting a business.
- Explaining a C.V.

2 – Written skills :

- Numbers.
- Articles.
- Nominal group.
- Auxiliaries
- Prepositions.
- Possessive adjectives.
- Number adjectives.
- Direct and indirect pronouns.
- Regular and irregular verbs (present, past, future, imperative).
- Verbs of movement.
- C.V. and letter of recommendation.

ASSESSMENT

Continuous assessment	100%
Written test	40%
Oral test	20%
Participation	...%
Group case study	...%
Individual case study	...%
Oral presentation	20%
Files / Exercises	20%
Other (à préciser) :%
Final exam	...%

100%

BIBLIOGRAPHY

- « La lingua italiana per stranieri » Corso Elementare ed Intermedio, Katerin Katerinov, BORIOSI, KATERINOV (M.C.), Edizioni Guerra-Perugia.
- « Grammatica Essenziale della lingua italiana con esercizi », MEZZADRI (M.), Edizioni Guerra.
- « Grammatica Essenziale della lingua italiana, Esercizi supplementari e test », MEZZADRI (M.), PEDERZANI (L.), Edizioni Guerra.
- « 8000 Verbes italiens », Becherel.
- «Italien, Petit Vocabulaire», DEL LITTO (V.), GOURSONNET (A.), Orphys

ITALIAN LV3 : INTERMEDIATE

PASS1-3-4-5	Italien LV3 : Initiés		Year : 4	Semester : 7
Course :	TD :	Tutoring :	Length	18 h
Instructor			Language	Italien
Academic Department			ECTS	1

COURSE OBJECTIVES

The students should be able to use oral Italian language in class and participate in both individual and group work. The teaching will be supported by written (see bibliography), audio and video material. Active participation from the student is expected.

COURSE CONTENT

1 –Oral skills:

- Understanding job offers .
- Understanding economic texts.
- Understanding instructions
- Telephone language.
- At the hotel or restaurant.
- Reciting stories and memories...
- Giving instructions.
- Comparing people and things...
- Job interview simulation : C.V., letter of recommendation, telephone conversations.
- An Italian company.

2 –Written skills:

- Qualifying adjectives.
- Comparative
- Superlative.
- Demonstrative adjectives
- Relative pronouns.
- Indefinite pronouns.
- Conditional and subjunctive.
- Reflective verbs
- Tenses
- Using the subjunctive.
- Difficulties and pitfalls of the Italian language.
- C.V. and letter of recommendation.

ASSESSMENT

Continuous assessment	100%
Written test	40%
Oral test	20%
Participation	...%
Group case study	...%
Individual case study	...%
Oral presentation	20%
Files / Exercises	20%
Other (à préciser) :%
Final exam	...%

100%

BIBLIOGRAPHY

- « La lingua italiana per stranieri » Corso Elementare ed Intermedio, Katerin Katerinov, BORIOSI, KATERINOV (M.C.), Edizioni Guerra-Perugia.
- « Grammatica Essenziale della lingua italiana con esercizi », MEZZADRI (M.), Edizioni Guerra.
- « Grammatica Essenziale della lingua italiana, Esercizi supplementari e test », MEZZADRI (M.), PEDERZANI (L.), Edizioni Guerra.
- « 8000 Verbes italiens », Becherel.
- «Italien, Petit Vocabulaire», DEL LITTO (V.), GOURSONNET (A.), Orphys.
- « Italien commercial et économique », SANDRE (L.), L'hermes.
- « L'italien des affaires en 1000 mots », BELIN.
- « Come scrivere un C.V. efficace », COLBALCHINI CONTI (E.), Editore De Vecchi.
- La presse italienne : La Stampa, L'Espresso, Panorama, Espansione,...

CHINESE LV3 : POST BEGINNER / PRE INTERMEDIATE

PASS1-3-4-5	Chinois LV3 : Grands débutants / Initiés	Year : 4	Semester : 7
Course :	TD :	Tutoring :	Length : 18 h
Instructor		Language	Chinois
Academic Department		ECTS	1

COURSE OBJECTIVES

With the help of a new phonetic technique « pinyin-transcription » post beginners and pre intermediate students will be trained in order to use contemporary Chinese orally and give them a base in business language.

COURSE CONTENT

1 – Oral communication

Basics :

- To introduce oneself and to greet others: name, nationality, profession, family, address.
- To understand personal information of others, to speak about your family, to understand others speaking about their families, to count from 1 to 30.
- To reserve a hotel room, to count from 31 to 61, to give and understand telephone numbers, to say the date.
- To speak about travel plans, dates of travel, to read and understand timetables.
- To buy a plane or train ticket; to understand flight and train timetables, to understand and give directions, speak with people you meet, count from 61 to 100.
- To make a hotel reservation, to ask about the facilities at the hotel.
- To say the time, to speak of likes and dislikes, to ask about living conditions in China.
- To reserve a table at a restaurant, to order a meal at a restaurant, to order a drink in a cafe.
- To ask about travelers checks, to ask about the rate of exchange and to ask about opening a bank account.
- In town, shopping: to buy gifts, clothes, to ask for directions.
- To ask for petrol at a service station, to obtain services at a garage, to understand road signs, to go through customs, to find your way around the Peking metro, to understand information about the Chinese transport system.
- To go to the doctor, describe your symptoms, and understand medicines prescribed.

Pre-intermediate :

- To correctly present yourself (name, nationality, level of study, specialty, knowledge of languages, experience within your chosen field, future prospects).
- Revision : describe your habits and hobbies, present your family (each member of the family and their social status, their profession, habits and hobbies).
- Simple telephone conversations, establish contacts with potential clients, use informal vocabulary.
- Talk about specific jobs, obtain information on working conditions, and draft a C.V.
- Learn necessary commercial vocabulary and put it into practice: catalogue of goods, samples of products, delays and modes of delivery, invoicing, guaranties, taxes and customs clearances.
- Imagine working in a shop: Give details of all the items in the stores and where they are situated, give details of the products and their prices, and imagine a case of complaint.
- Know how to read and understand advertisements, job offers
- In the case of sickness: accidents on the way to and at work, consulting a doctor, how to say the names of the organs of the body, describing exactly how the accident happened and where it hurts.
- Using Chinese in professional situations, practicing Chinese with ease, and combining your knowledge of Chinese.
- Practice oral Chinese in 8 different situations :
 - in a travel agency
 - being a secretary
 - looking for a job
 - an accident at work
 - une campagne de vente
 - un billet à tarif réduit
 - s'implanter en Chine
 - at customs

2 – Grammatical skills:

- Numbers.
- Time (days of the week, the four seasons, semesters (terms), and years).
- The nominal group
- Principal and irregular verbs.
- Interrogative phrases.
- The principle tenses : simple past + present + future.
- Pronouns.
- Les comparatifs.
- Possessive and demonstrative adjectives.
- Imperative.
- Reflexive verbs.
- Adverbs of frequency and quantity.
- Proposition.

ASSESSMENT

Continuous assessment	100%
Written test	40%
Oral test	20%
Participation	...%
Group case study	...%
Individual case study	... %
Oral presentation	20%
Files / Exercises	20%
Other (à préciser) :%
Final exam	...%
	100%

BIBLIOGRAPHY

China panorama – Approaching CHINESE, intermediate Chinese, Chinese for business, Chinese for tourism. Beijing, Langue et Culture press, 2005.