**ACADEMIC CATALOGUE**

**2012 - 2013**



**BACHELOR IN INTERNATIONAL MANAGEMENT**

**3RD YEAR INTERNATIONAL BUSINESS ISSUES (IBI)**

**(ALL IN ENGLISH)**



You can find all the documents for the Bachelor program on <http://intranet.esc-clermont.fr>, Bachelor program / academic catalog (English or French

# Structure of the “All in English” Bachelor program

## Year 3 –International Business Issues

**3rd YEAR PROGRAM IN FRANCE (minimum 60 credits must be obtained to graduate) “All in English”**

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| **Semestre 1** | | | | | **Semestre 2** | | | | |
| **Code** | **Course** | **Timetabled hours** | **Personal study hours** | **ECTS**  **(crédits)** | **Code** | **Course** | **Timetabled hours** | **Personal study hours** | **ECTS**  **(crédits)** |
| BE05BH1-00 | CROSS CULTURAL MANAGEMENT 1 | 36 |  | 6 | BE06BM1-00 | E-MARKETING : PROJECT MANAGEMENT & DEVELOPMENT | 36 | 40 | 6 |
| BE05BC1-00 | BUSINESS ETHICS | 36 | 40 | 6 | BE06BF1-00 | INTERNATIONAL ECONOMICS AND FINANCE | 36 | 40 | 6 |
| BE05BS1-00 | STRATEGY AND INTERNATIONAL DEVELOPMENT | 36 | 40 | 6 |  | CROSS CULTURAL MANAGEMENT ASIA 2 | 24 | 30 | 6 |
| BE05BS2-00 | BUSINESS INTELLIGENCE | 36 | 40 | 6 | BE06BS1-00 | BUSINESS INTELLIGENCE PROJECT | 36 | 40 | 6 |
| BE05BL2  BE05BL1-00 | SECOND LANGUAGE  OR FRENCH CIVILIZATION | 36 | 40 | 6 | BE06BL1-00 | EUROPEAN CIVILIZATION | 36 | 40 | 6 |
|  | **Total crédits** |  |  | **30** |  |  |  |  | 30 |

## Year 3 IBI– All in English - First semester

### Brief overview of courses

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| **BE05BH1-00** | **IBI** | **CROSS CULTURAL MANAGEMENT 1** | **LG 1 – LG 2** |
| **Objectives** | The life of a manager is fraught with pitfalls, obstacles, and rewards. Many of these issues stem from understanding various national, family, and organizational cultures. This course will explore some of these events that confront individuals engaged in a global career | | |
| **Teaching Methods** | In order to understand cross cultural management, students must be willing to engage in various forms of pedagogical material. Therefore, we will use a mixture of lectures, readings, exercises, and group work. | | |

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| **BE05BC1-00** | **IBI** | **BUSINESS ETHICS** | **LG 2 – LG 4** |
| **Objectives** | This course is intended as an introduction to general ethics, and more especially to business ethics. Ethical considerations have come to the forefront in corporations and in legal regulations, as well as in business schools, over the past few years, and business ethics has been the site of immense changes since the beginning of the third millennium. Recent scandals and international crises have proven that the “bottom line” for corporations involves more than just making profits: in order to succeed, a company needs to adopt ethical behaviour and strategies, beyond the limits of the merely “legal”. Government policies are also taking ethics seriously today, defining what before were common business practices, authorised by liberal economics and free-market mentality, as crimes against society, individuals, stakeholders and consumers, subject to severe sanctions. But business ethics is not merely about company policies, and involves workers at all levels of a corporation’s hierarchy. Ethics deals with how people ought to act, what is right and wrong, acceptable and unacceptable behaviour. However, the limits of these judgments are sometimes exceedingly difficult to distinguish, especially in the corporate world where private human interests are subjected to the greater needs of the workplace. | | |
| **Teaching Methods** | Ethics is essentially about thinking critically, examining different sides of an issue so as to arrive at the most suitable solution. Business ethics falls, moreover, into the field of “applied ethics”: applying moral deliberation to concrete issues. This course will therefore incite students to reflect on different ethical problems (hypothetical or real), and to participate in class debates. Students will be required to do research on contemporary ethical issues and present their research orally and in the form of written papers. Extensive work will be done with case studies, and students will be asked to reflect on their own work experience, and ethical dilemmas with which they may have had to deal. These different approaches will complement weekly textbook reading assignments, in the aim of enabling students to draw a parallel between real-world experience and conceptual approaches to ethics and ethical dilemmas. Regular quizzes will be given based on readings, followed by a more comprehensive final exam | | |

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| **BE05BS1-00** | **IBI** | **STRATEGY AND INTERNATIONAL DEVELOPMENT** | **LG1– LG 2** |
| **Objectives** | The major purpose of this course is to enable students to reflect on, analyze, discuss on and understand issues such as:   * The concept of strategy, its origin, its history and its components * The concept of international strategy, its determinant factors and its classification * The way and the process by which the firm develops its international expansions * The concept of cultural bloc, and its impacts on the international strategy formulation * The impacts of internationalization on the managerial process, the organizational structure and the performance of the firm   In addition, this course seeks to enable students to have an excellent strategic design experience through conceiving an internationalization project for a French company. | | |
| **Teaching methods** | In order to ensure these learning objectives in an interactive pedagogic approach, all participants are asked to:   1. Ensure a regular attendance at all sessions. 2. Read all cited book chapters and academic articles. 3. Prepare two written analyses on two of the following cited academic articles. The written paper should be no longer than two pages. 4. Do a group presentation (3-4 students per group) on one of the sessions’ topics. You will submit your topic choice at the end of the first session. One approved, you will begin your presentation preparation. You will have 20 minutes to present. This will be followed by a brief question-answer session. Power Point presentation is expected. And each presentation must be written up and the report submitted to me at the session. 5. Construct a group project on international development of a French company. The project groups of five to six students each will be set up at Session 1. You will have the opportunity to work on a real French enterprise in the region Auvergne. The project will be realized in four stages: internal diagnosis, international sectorial analysis, potential host-countries analysis, and formulation of international strategies and action plans of the company. The group project will be defended orally. You will have 30 minutes to present. Power Point presentation is expected. Each project must be written up and the report submitted to me at the end of project defense. | | |

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| **BE05BS2-00** | **IBI** | **BUSINESS INTELLIGENCE** | **LG 1 – LG 2** |
| **Objectives** | The core objectives of the course are to:   * Understand the organizations and the challenges they face in the macro-environment, the industry, with competition * Set up an informational strategy to capture and analyze information * Know & master different tools for analyzing & making decisions | | |
| **Teaching Methods** | Case study | | |

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| **BE05BL2**  **BE05BL1-00** | **IBI** | **SECOND LANGUAGE**  **OR FRENCH CIVILIZATION** | **LG 3– LG 4** |
| **Objectives** | This course aims at introducing research methodologies in humanities.  The major purpose of this course is to enable students to reflect on, analyze and criticize complex problems dealing with history, politics, economics or sociology.  Students will be taught to consider and adopt a definite position regarding current issues having repercussions in their surrounding environment.  Students will also be led to consider and adopt a definite position regarding current issues having repercussions in the business world.  This course will lastly help students to become more critically-minded through the acquisition of a general background of French civilization. | | |
| **Teaching methods** | The adopted teaching method uses a constructive approach which encourages students to participate in class.  Some issues will be submitted to students and each of them will then have to elaborate hypotheses / assumptions and share them with the rest of the group.  Students will use the bibliography and the websites as indicated by their lecturer in order to understand and explain the facts that have caught their attention.  Students will expected to work in teams in order to develop competencies related to the respect of co-workers, equity and fairness at work and the responsibility of each team member. | | |

## Year 3 IBI– All in English - First semester

### Brief overview of courses

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| **BE05BH1-00** | **IBI** | **CROSS CULTURAL MANAGEMENT 1** | **LG 1 – LG 2** |
| **Objectives** | The life of a manager is fraught with pitfalls, obstacles, and rewards. Many of theseissues stem from understanding various national, family, and organizational cultures. This course will explore some of these events that confront individuals engaged in a global career | | |
| **Teaching Methods** | In order to understand cross cultural management, students must be willing to engage in various forms of pedagogical material. Therefore, we will use a mixture of lectures, readings, exercises, and group work. | | |

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| **BE05BC1-00** | **IBI** | **BUSINESS ETHICS** | **LG 2 – LG 4** |
| **Objectives** | This course is intended as an introduction to general ethics, and more especially to business ethics. Ethical considerations have come to the forefront in corporations and in legal regulations, as well as in business schools, over the past few years, and business ethics has been the site of immense changes since the beginning of the third millennium. Recent scandals and international crises have proven that the “bottom line” for corporations involves more than just making profits: in order to succeed, a company needs to adopt ethical behaviour and strategies, beyond the limits of the merely “legal”. Government policies are also taking ethics seriously today, defining what before were common business practices, authorised by liberal economics and free-market mentality, as crimes against society, individuals, stakeholders and consumers, subject to severe sanctions. But business ethics is not merely about company policies, and involves workers at all levels of a corporation’s hierarchy. Ethics deals with how people ought to act, what is right and wrong, acceptable and unacceptable behaviour. However, the limits of these judgments are sometimes exceedingly difficult to distinguish, especially in the corporate world where private human interests are subjected to the greater needs of the workplace. | | |
| **Teaching Methods** | Ethics is essentially about thinking critically, examining different sides of an issue so as to arrive at the most suitable solution. Business ethics falls, moreover, into the field of “applied ethics”: applying moral deliberation to concrete issues. This course will therefore incite students to reflect on different ethical problems (hypothetical or real), and to participate in class debates. Students will be required to do research on contemporary ethical issues and present their research orally and in the form of written papers. Extensive work will be done with case studies, and students will be asked to reflect on their own work experience, and ethical dilemmas with which they may have had to deal. These different approaches will complement weekly textbook reading assignments, in the aim of enabling students to draw a parallel between real-world experience and conceptual approaches to ethics and ethical dilemmas. Regular quizzes will be given based on readings, followed by a more comprehensive final exam | | |

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| **BE05BS1-00** | **IBI** | **STRATEGY AND INTERNATIONAL DEVELOPMENT** | **LG1– LG 2** |
| **Objectives** | The major purpose of this course is to enable students to reflect on, analyze, discuss on and understand issues such as:   * The concept of strategy, its origin, its history and its components * The concept of international strategy, its determinant factors and its classification * The way and the process by which the firm develops its international expansions * The concept of cultural bloc, and its impacts on the international strategy formulation * The impacts of internationalization on the managerial process, the organizational structure and the performance of the firm   In addition, this course seeks to enable students to have an excellent strategic design experience through conceiving an internationalization project for a French company. | | |
| **Teaching methods** | In order to ensure these learning objectives in an interactive pedagogic approach, all participants are asked to:   1. Ensure a regular attendance at all sessions. 2. Read all cited book chapters and academic articles. 3. Prepare two written analyses on two of the following cited academic articles. The written paper should be no longer than two pages. 4. Do a group presentation (3-4 students per group) on one of the sessions’ topics. You will submit your topic choice at the end of the first session. One approved, you will begin your presentation preparation. You will have 20 minutes to present. This will be followed by a brief question-answer session. Power Point presentation is expected. And each presentation must be written up and the report submitted to me at the session. 5. Construct a group project on international development of a French company. The project groups of five to six students each will be set up at Session 1. You will have the opportunity to work on a real French enterprise in the region Auvergne. The project will be realized in four stages: internal diagnosis, international sectorial analysis, potential host-countries analysis, and formulation of international strategies and action plans of the company. The group project will be defended orally. You will have 30 minutes to present. Power Point presentation is expected. Each project must be written up and the report submitted to me at the end of project defense. | | |

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| **BE05BS2-00** | **IBI** | **BUSINESS INTELLIGENCE** | **LG 1 – LG 2** |
| **Objectives** | The core objectives of the course are to:   * Understand the organizations and the challenges they face in the macro-environment, the industry, with competition * Set up an informational strategy to capture and analyze information * Know & master different tools for analyzing & making decisions | | |
| **Teaching Methods** | Case study | | |

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| **BE05BL2**  **BE05BL1-00** | **IBI** | **SECOND LANGUAGE**  **OR FRENCH CIVILIZATION** | **LG 3– LG 4** |
| **Objectives** | This course aims at introducing research methodologies in humanities.  The major purpose of this course is to enable students to reflect on, analyze and criticize complex problems dealing with history, politics, economics or sociology.  Students will be taught to consider and adopt a definite position regarding current issues having repercussions in their surrounding environment.  Students will also be led to consider and adopt a definite position regarding current issues having repercussions in the business world.  This course will lastly help students to become more critically-minded through the acquisition of a general background of French civilization. | | |
| **Teaching methods** | The adopted teaching method uses a constructive approach which encourages students to participate in class.  Some issues will be submitted to students and each of them will then have to elaborate hypotheses / assumptions and share them with the rest of the group.  Students will use the bibliography and the websites as indicated by their lecturer in order to understand and explain the facts that have caught their attention.  Students will expected to work in teams in order to develop competencies related to the respect of co-workers, equity and fairness at work and the responsibility of each team member. | | |

## Year 3 IBI– All in English - Second semester

## Year 3 IBI– All in English - Second semester

### Brief overview of courses

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| **BE06BM1-00** | **IBI** | **E-MARKETING : PROJECT MANAGEMENT & DEVELOPMENT** | **LG 1– LG 2** |
| **Objectives** | - To be able to understand how organizations can use the Internet to support their marketing activities. Cover different aspects of e-marketing: environment, analysis, strategy development, and digital marketing campaign-planning and execution.  - To be able to design, create, and publish a basic commercial website. To incorporate marketing principles into the website. To acquire the basics technical skills to be able to interface with web-design technicians. | | |
| **Teaching methods** | Lectures, Reading, workgroups, case studies and exercises | | |

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| **BE06BF1-00** | **IBI** | **INTERNATIONAL ECONOMICS AND FINANCE** | **LG 1** |
| **Objectives** | This module allows a better understanding of the current economic and financial environments.  Recent years have indeed seen the phenomenal evolution of market players with the development of a new financial governance. New aspects of finance must be fully understood by the students. | | |
| **Teaching methods** | Lectures  Exercises  Case Studies | | |

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| **?** | **IBI** | **CROSS CULTURAL MANAGEMENT ASIA 2** | **LG ? – LG ?** |
| **Objectives** | The main objective of this course is to provide students with a theoretical and practical framework, applied to managerial situations with East Asian partners. It enables students to apply a systematic and critical understanding of “culture” in order to enhance their performance and career prospects in an increasing global and multicultural business world. | | |
| **Teaching Methods** | The seminar will be taught in an interactive manner. In addition to case studies, there are other reading materials that will provide a conceptual framework for the case analysis. | | |
| **BE06BS1-00** | **IBI** | **BUSINESS INTELLIGENCE PROJECT** | **LG1 – LG 2** |
|  | The core objectives of the course are to:  Understand the organizations and the challenges they face in the macro-environment, the industry, with competition  Set up an informational strategy to capture and analyze information  Know & master different tools for analyzing & making decisions | | |
| **Teaching Methods** | Case study | | |

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| **BE06BL1-00** | **IBI** | **EUROPEAN CIVILIZATION** | **LG3– LG 4** |
| **Objectives** | This course aims at introducing research methodologies in humanities.  The major purpose of this course is to enable students to reflect on, analyze and criticize complex problems dealing with history, politics, economics or sociology.  Students will be taught to consider and adopt a definite position regarding current issues having repercussions in their surrounding environment.  Students will also be led to consider and adopt a definite position regarding current issues having repercussions in the business world.  This course will lastly help students to become more critically-minded through the acquisition of a general background of European civilization. | | |
| **Teaching methods** | The adopted teaching method uses a constructive approach which encourages students to participate in class.  Some issues will be submitted to students and each of them will then have to elaborate hypotheses / assumptions and share them with the rest of the group.  Students will use the bibliography and the websites as indicated by their lecturer in order to understand and explain the facts that have caught their attention.  Students will expected to work in teams in order to develop competencies related to the respect of co-workers, equity and fairness at work and the responsibility of each team member. | | |

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***We educate students***

***to be competent, open-minded,***

***and responsible managers,***

***to take risks, to innovate,***

***and to work in a borderless context.***

*Nous contribuons à l’épanouissement*

*de femmes et d’hommes,*

*futurs entrepreneurs et managers,*

*par l’acquisition de compétences,  
 la responsabilisation,*

*le développement de l’esprit d’initiative*

*et l’ouverture au monde.*

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