

Bachelor and Master **1 Semester Exchange program**

at Dijon

from Sept 2020 to December 2020

**Eligible students: 3rd year Bachelor students CUEB
and
MIB students**

Advantages & requirements

- **Dijon b.school is member of the French Ivy league (Grande Ecole). It is in the top 10**
- **Advantages of French Business schools for Foreign (Chinese) students:**
 - Programs are designed to provide value for future company managers, very practical and based on projects
 - Long experience welcoming international students
 - Medium sized school, with small sized class (each student is followed individually), individual support for all administrative issues
- **Requirements:**
 - be a bachelor student enrolled at CUEB 2nd year or a master student enrolled at CUEB 1st year.
 - Minimum score at **IETLS 6.0** TOEFL IBT 80 or equivalent English test
 - Students will have to study 60 hours of French (no level required) before going to France (CUEB will organize for you)

 - strongly suggest to have “management” experience (for master students)**
 - **strongly suggest to have an excellent English level**

Only 2 seats for bachelor and 2 seats for master

Curriculum in Dijon Fall Semester starting date Sept 2020

BACHELOR MARKETING & BUSINESS

Specialisation in International Business

free pick up train station on Sept??

Business Models ECTS 2 TH 16
Digital communication ECTS 4 TH 24
Ethics and social responsibility ECTS 2 TH 16
Financial and economic news ECTS 2 TH 16
French Culture & Society ECTS 4 TH 20
Intercultural Management & Communication ECTS 4 TH 20
International Accounting ECTS 2 TH 16
International Marketing: Implementation ECTS 4 TH 32
International account manager ECTS 3 TH 24
Organizational behavior ECTS 2 TH 16
Strategy ECTS 4 TH 32
French language ECTS 2 TH 16

Master – MIM 1

General Management

Master in Management 1 - S3 (Fall) - in English				
Core courses	Teaching hours	Student workload	Overall workload	ECTS
"Deep Dive" Entrepreneurship Seminar	20	20	40	2
Marketing analytics & Digital resources - Level 2	30	90	120	5
Information systems management - Level 1	30	90	120	5
Philosophy of Management - Level 1	30	90	120	5
Corporate Finance - Level 2	30	90	120	5
1 Elective module below				
Product & Branding Strategy - Level 2	30	30	60	4
Organizational management - Level 2				
SME management and intrapreneurship - Level 2				
Performance Management - Level 2				
Marketing strategy - Level 1				
Languages and Culture				
Intercultural Management and Communication				4
Other language	16,5	16,5	33	2
			TOTAL :	32

Master 2 with Specializations

Master 2 program CORE COURSES

- Strategic Management: 2 ECTS, TC 16
- Corporate Governance : 2 ECTS, 16 TC
- Business Ethics
- Business game : 2 ECTS, TC 14
- French language: 3 ECTS TC 30
- intercultural management: 4ECTS, TC 20

Students have to choose 1 specialization, see below

- Arts & Cultural Management Specialisation (will need an additional online interview)
- International Business entrepreneurship (no additional test)
- Global marketing and luxury management (no additional test)

Master specialization: Arts & Cultural Management Specialisation (ACM)

- Recommendation : Students should demonstrate a personal interest/experience in one of several arts or creative fields and or have a professional project in the sector.

CURRICULUM		
Course module	Contact hours	Learning Goals
<i>FIRST SEMESTER - MSc core courses</i>		
<i>Block 1 – Arts in Context - 80 hours</i>		
History of the Art & Cultural policy ECTS : 3	40 H	<ul style="list-style-type: none"> • History of Art (12 hours) • Cultural Policy (12 hours) • Cultural diplomacy (16 hours – L. Deveze)
Socio-economic context of Arts & Culture ECTS : 3	40 H	<ul style="list-style-type: none"> • Philosophy of the arts and contemporary debates (12 hours) • Sociology of the arts (12 hours) • Cultural economics (16 hours)
<i>Block 2 – Arts and Cultural Management & entrepreneurship (core courses) - 100 hours</i>		
Arts Marketing ECTS : 2	20 H	Introduction to marketing for the arts and cultural sector, addressing issues related to the specificities of marketing for cultural and creative industries
Cultural Entrepreneurship (1) ECTS : 2	20 H	Introduction to the main concept of cultural entrepreneurship and the characteristics of the entrepreneurial business modelling in the arts and cultural sector. Includes participating in a joint seminar organised with students of the Institute of Fine Arts in Besançon (ISBA Besançon).
Intellectual Property and Copyright ECTS : 2	20 H	Main legal challenges for the arts, focusing in particular on issues of copyright and Intellectual Property
Arts Budgeting ECTS : 2	20 H	Introduction to project budgeting and arts production, with specific sub-sectoral focuses on dedicated sectors (eg. performing arts, edition, cinema)
Cultural Project engineering (1) ECTS : 2	20 H	Introduction to Event Management. Organisation of a local cultural event.

Master Specialization International Business

Entrepreneurship

CURRICULUM		
Course module	Contact hours	Learning Goals
Global Business strategy ECTS : 2	20	Know why, how and where business organisations expand overseas.
Environment of the International Manager ECTS : 2	20	Be exposed to key issues in today's global economy and their business implications.
Global Business Law ECTS : 2	20	Provide students with an understanding of the legal framework within which international business organisations operate.
Global Supply Chain Management ECTS : 2	20	Be acquainted with efficient management of international business operations.
International Marketing Management ECTS : 2	20	Introduce students to the task of building and implementing an international marketing policy and succeeding in its implementation.
Industrial Relations & International Human Resource Management ECTS : 2	20	Understand the nature, players and recent evolution of relationships between management and labour in the context of globalization.
International Finance ECTS : 2	20	Know the key tasks in international financial management
Global business and the digital economy ECTS : 2	20	Understand how digital technologies impact global business organisations on various levels

Master Specialization: Global Marketing and Luxury Management

CURRICULUM	
Module 1 : DIGITAL PROJECT CONSULTING Contact hours : 60h ECTS : 5	Outline This project will enable students to have an overview about commerce, e-commerce and marketplace, IOT Learning goals <ul style="list-style-type: none"> • This course is dedicated to the exploration of critical issues of e-commerce. • To gain market specific knowledge about the marketplace business model. • To understand how it's important to be consumer centric.
Module 2 : INTERNATIONAL MARKETING MANAGEMENT Contact hours : 20h ECTS : 2	Outline The primary objective of this course is to expose you to issues involved in international marketing. The international business is becoming is looking for employees with international expertise. It is impossible in any one course to teach you how to market every product in every country. In this course, we will look at examples and frameworks of international marketing through lectures, team projects and discussion.
Module 3 : GLOBAL MARKETING STRATEGY Contact hours : 20h ECTS : 2	Outline New product development or brand extension strategy formulation Marketing plan with marketing mix Strategic marketing plan Learning goals To be able to take into account the complexity of Global Marketing
Module 4 : DETECTING AND IMPLEMENTING BUSINESS OPPORTUNITIES Contact hours : 20h ECTS : 3	Outline The primary objective of this course is to expose you to issues involved in international marketing. International business needs employees with international expertise. We will look at examples and frameworks of international marketing through the team projects and discussion. By providing the framework and a few in-depth examples, students should be able to apply this knowledge to the product and country specific examples that they will face in their future careers. Give students the opportunity to work on a marketing plan that can be used and shown to prospective employers. Learning goals

	<ul style="list-style-type: none"> • To enable students to have a pragmatic international business overview • To introduce students to the complicated task of building and succeeding in implementing an international marketing policy • To provide students with the opportunity to apply this knowledge from scratch with the creation of a specific marketing policy for a firm in limited time.
Module 5 : INTERNATIONAL LUXURY MARKETING Contact hours : 20h ECTS : 2	Outline Introduction to the luxury industry Introduction to luxury brand management Key luxury brand challenges/brand environment Patterns of luxury consumption - Focus: Cross-cultural differences Building global icon luxury brands Brand positioning and equity Experiential branding – Focus: Retail environment Designing and implementing international luxury marketing strategies – Focus: E-commerce Managing luxury brands over geographic boundaries – Focus: Brazil, India & China Learning goals <ul style="list-style-type: none"> • To critically analyse theoretical marketing concepts and frameworks within a luxury context. • To identify key success factors of luxury brand management with the objective to plan and evaluate international luxury branding strategies • To assess and evaluate relevant concepts and techniques in order to enhance profitability of international luxury brand strategies. • To assess and apply best practices of international luxury marketing with the objective to recommend appropriate brand marketing elements for luxury goods and services
Module 6 : BUSINESS NEGOTIATION Contact hours : 20h ECTS : 2	Learning goals <ul style="list-style-type: none"> • To be able to take into account the complexity of Global Marketing