



**IUT DE PARIS
DÉPARTEMENT
TECHNIQUES DE COMMERCIALISATION**

**CURRICULUM FOR INCOMING EXCHANGE
STUDENTS
2020-2021**



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PRESENTATION

Foreign exchange students at the Paris University Institute of Technology Paris (IUT) can choose **courses in English or/ and French** (undergraduate level -1st cycle- ONLY).

All questions regarding the study offer should be addressed to the International exchange coordinators for the department of *Techniques de Commercialisation*

Mr. Guillaume ROBIN
and **Ms. Delphine David**

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We inform you that we will not accept students with a learning agreement containing less than:

- 20 ECTS credits for 1 trimester exchange (3-4 months)
- 30 ECTS credits for 1 semester exchange (5-6 months)
- 60 ECTS credits for 1 full academic year exchange (7-10 months)

International students are subject to continuous assessment (decided by the course's teacher). They do not take final examinations.

NOTE: Students applying for an exchange at the IUT should keep in mind that they will fill out a **provisional learning agreement** which will be confirmed at their arrival, but **which may be subject to variations**.

The official and final learning agreement will be established shortly after the students' arrival at our institution (with the help of the teaching international exchange coordinators: Mr. Guillaume ROBIN and Ms. Delphine David).

WINTER SEMESTER

COURSES RESERVED FOR INTERNATIONAL STUDENTS

COMMUNICATION INTERCULTURELLE INTERCULTURAL COMMUNICATION

ECTS Credits	4
Professor	Delphine David & Guillaume Robin
Department / Level	Semester 1/3, in English and French
Workload	18 hours + homework
Evaluation	50 % for TASK 1 - 50% for TASK 2

Course content

The purpose of this module is to help international students put their knowledge of French into practice, whether they are beginners, or of intermediate or advanced levels. It consists of two parts:

- Erasmus students organize a one-hour tour (in French) of a district of their choice in order to discover Paris.
- Then they create a videoblog to share their experience.

Task 1: Visiting Paris

- In pairs or groups of 3 students, the first step is to design and lead a creative one-hour walk in a Paris neighborhood of the students' choice around a common thread. Each walk must include 5 or 6 sights. The tour is conducted in French for intermediate students, and in French and English for beginner students in French. At the end of the walk, students hand out a small quiz / feedback questionnaire (in English and French).
- The second part is devoted to visiting one of the free museums of Paris, located in the same district.

Task 2: Creating a VLOG

- In pairs or groups of 3 students, design a creative VLOG – a short video of 5 to 10 minutes – to put French skills into practice (beginners can also use English).
- In this video, students describe their daily lives, accommodation, their impressions about the city, the places they like, intercultural observation they make, their impression of the IUT campus etc.
- They briefly interview other Erasmus students and students from the IUT or Parisians.

The last session is devoted to viewing VLOGs together and to a question (short written exam) about an intercultural topic.

FRENCH DESCRIPTION

Le but de ce module est d'aider les étudiants Erasmus à mettre en pratique leurs connaissances du Français, qu'ils soient débutants, intermédiaires ou avancés. Il se compose de deux parties :

- Les étudiants Erasmus organisent une visite d'une heure (en français) dans un quartier de leur choix afin de découvrir Paris.
- Ils créent ensuite un vidéoblog pour partager leur expérience interculturelle

Tâche 1 : Visite de Paris

- En groupes de 2 ou 3, la première étape consiste pour les étudiants internationaux à créer et mener une promenade créative d'une heure dans un quartier parisien de leur choix autour d'un fil conducteur commun. Chaque promenade doit comporter 5 ou 6 points de visite. La visite se déroule en français pour les élèves de niveau intermédiaire, et en français et anglais pour les élèves débutants en français. À la fin de la marche, les élèves distribuent un questionnaire (en anglais et en français)
- La deuxième partie est consacrée à la visite d'un des musées gratuits de la ville de Paris dans le même quartier.

Tâche 2 : Créer un VLOG (vidéoblog)

- Par groupes de 2 ou 3 étudiants, réaliser une courte vidéo (5 à 10 minutes) pour mettre en pratique les compétences acquises en français (les débutants peuvent aussi utiliser l'anglais).
- Dans cette vidéo, les étudiants décrivent leur vie quotidienne, leur hébergement, leurs impressions sur la ville, les lieux qu'ils aiment, les observations interculturelles qu'ils font, leurs impressions sur le campus de l'IUT, etc.
- Ils interviewent d'autres étudiants Erasmus et des étudiants de l'IUT ou de Parisiens.

La dernière session est consacrée au visionnage devant la classe des VLOG réalisés et d'une courte rédaction sur un sujet interculturel.

FRENCH FOR FOREIGNERS

ECTS Credits	4
Professor	Ophélie Sitbon
Department / Level	Semester 3 ONLY
Workload	18 hours + homework
Evaluation	Continuous assessment

Course content

For all exchange students who want to learn French as beginners or want to improve their language skills in French. This course aims at consolidating your grammar, developing your cultural knowledge about France and at teaching you to use French in a communication and professional context by working on your listening, speaking, reading and writing skills.

COURSES TAUGHT IN ENGLISH

BUSINESS ENGLISH

ECTS Credits	4
Professor	Chantal Lacourarie
Department / Level	Semester 3 – FOR NON-NATIVE ENGLISH SPEAKERS ONLY
Workload	19 hours + homework
Evaluation	Continuous assessment

Course content

In this course, you will acquire professional language skills by:

- Working on oral and written comprehension of documents using professional and/or general English
- Working on written and oral expression skills
- Learning about tools to deliver quality oral presentations
- Learning about tools to interact in a variety of daily professional situations

COMMUNICATION STRATEGY

ECTS Credits	4
Professor	Fabrice Poller
Department / Level	Semester 3
Workload	15 hours + homework
Evaluation	Continuous assessment

Course content

A communications agency does pretty much the same job as a dating agency: making both brand and consumer meet in the market place, love each other, and more...

This course introduces students to effective communications strategies that are already successfully implemented in the European Union's 27 countries and 24 official languages. It poses 3 main (simple but far from simplistic) questions, which demand great psychological skills to be answered properly. Then students will have to isolate the strategic message, and create the proper concept to carry it.

COMMERCIAL NEGOTIATION

ECTS Credits	4
Professor	Cyril Saidah
Department / Level	Semester 3
Workload	15 hours + homework
Evaluation	Continuous assessment (oral mark and short written test)

Course content

The aim of this course is to develop the students' negotiating skills in a commercial environment. This course will both help students improve their business vocabulary and put them in real-life international negotiating situations through role playing.

IMPORT AND EXPORT

ECTS Credits	4
Professor	Tanguy Hemmet
Department/ Level	Semester 5
Workload	27 hours (3.5 hours X 6 weeks)
Evaluation	Continuous assessment

Course content

In this course, you will learn about the various risks encountered by Small and Medium Enterprises (SME) which operate on overseas markets, the choice of incoterms, maritime insurance policies, consequences in case of damage, the various international payment conditions (including documentary credit), the various custom solutions offered to an SME which imports or exports goods regularly between third countries and the European Union (EU) or which exchanges with the countries of the EU.

INNOVATIVE BUSINESS AND COMMUNICATION MODELS

ECTS Credits	4
Professors	Sylvie Decaux & Alice Le Roy
Department/ Level	Semester 3
Workload	27 hours (3 X 9 weeks) + homework
Evaluation	Continuous assessment

Course content

This case-study based workshop taught in English will focus on innovative products and services that meet new or poorly satisfied needs. The commitment of local stakeholders and IT-enabled innovation are the main drivers of these new business models.

Field trips in Paris and in the wider metropolitan area will introduce the students to the entrepreneurs who have succeeded in defining business models tailored to the local territorial context, using its infrastructure, skills and know-how. The innovation processes, built on disruptive communication strategies, will be analysed through the paradigm of local ecosystems, thus highlighting their diversity.

INTERNATIONAL MARKETING

ECTS Credits	4
Professor	Laurice Alexandre
Department/ Level	Semester 5
Workload	27 hours (3.5 hours X 6 weeks) + homework
Evaluation	Continuous assessment

Course content

In this course, you will learn about the international environment, sociocultural approaches, international risks, the PESTEL analysis (specific international market studies, how to adapt an international marketing strategy, a product, a price, the distribution network, the communication strategy, the choice of a target).

INTERNATIONAL TRADE ENVIRONMENT AND BUSINESS INTELLIGENCE

ECTS Credits	4
Professor	Tanguy Hemmet
Department/ Level	Semester 3
Workload	15 hours + homework
Evaluation	Continuous assessment

Course content

This course tackles three topics:

- Evaluating a market: Export diagnosis (internal and external diagnosis; analysis and selection of markets)
- Specificities of the international offer: product, price, distribution/protection and communication policies

- Business intelligence

In this course, you will learn how to:

- Identify and select targets
- Assess potential customers
- Organize a commercial export offer and prospecting operations within an international context
- Understand the notion of economic intelligence

By the end of this course, you will be able to:

- Identify sources of information and collection methods
- Identify and select targets according to the market's specificities
- Organize the export commercial offer and prospection operations
- Obtain, manage and protects a company's strategic information

ENGLISH APPLIED TO SUSTAINABLE DEVELOPMENT – RADIO WORKSHOP

ECTS Credits	4
Professors	Delphine David & Sylvie Decaux
Department / Level	Semester 5
Workload	28 hours + homework
Evaluation	Continuous assessment (grammar, radio project and its presentation)

Course content

In small groups, students produce a radio programme on the theme of sustainable development. They will position the content in terms of audience, conduct research, and record several chronicles. They also do benchmarking by studying existing radio programmes. The students have access to a recording studio and to technical help.

COURSES TAUGHT IN ENGLISH AND FRENCH

INTERCULTURAL MANAGEMENT

ECTS Credits	4
Professor	Guillaume Robin
Department/ Level	Semester 5
Workload	18 hours (3.5 X 6 weeks) + Homework
Evaluation	Case study (team work)

Course content

This course includes a general introduction: from anthropology to cross-cultural management, a study of the definition of culture, of cultural expertise versus stereotypes. Students will use theoretical tools, applications and limits (Hall, Trompenaars, Hofstede) to discuss the typology of cross-cultural risks.

Analysis of a documentary movie *À la poursuite de Madame Li*: French winegrowers trying to do business in China; Case studies in Human resources, expatriation policy, strategy, marketing, merger, company implementation etc.: Puma in the Emirates, the case of Airbus EADS, Samsung in Brasil, Ikea in Saudi Arabia, Orangina in Japan etc.

FRENCH DESCRIPTION

Ce cours comporte une introduction générale : de l'anthropologie au management interculturel, une étude de la définition du concept de culture, d'expertise culturelle et de son opposé, le stéréotype. Les étudiants emploieront des outils théoriques pour déterminer leurs applications et leurs limites (Hall, Trompenaars, Hofstede) et discuter la typologie des risques interculturels.

INTERNATIONAL BUSINESS LAW

ECTS Credits	4
Professor	Francine Tran
Department/ Level	Semester 3
Workload	27 hours + homework
Evaluation	Continuous assessment

Course content

In this course, you will get to know the main concepts in business law and the legal structures of a company.

Using the INPI website (National Institute of Industrial Property), the Infogreffe website (the register of commerce and companies), you will study:

- Commercial activity: business owners, business assets, commercial leases, patents
- How to set up a commercial activity and to choose the right legal structure: creating a business alone (sole proprietorship) or with others (commercial entities), creating and running a business
- Companies in trouble: the head of the company's approach, the creditors' approach

By the end of this course, you will be able to:

- Choose the right legal structure for a company
- Know the legal risks linked to running a company
- Read and draw legal statutes
- Analyze case studies and legal decisions

FRENCH DESCRIPTION

Dans ce cours, vous vous familiariserez avec les concepts majeurs du droit commercial et avec les structures juridiques d'une entreprise.

En utilisant les sites de l'INPI et celui de l'Infogreffe, vous étudierez :

- L'activité commerciale : les gérants, les actifs, le bail commercial, les brevets
- Comment mettre en place une activité commerciale et choisir la structure juridique qui convient : créer une entreprise seul ou à plusieurs, gérer une entreprise
- Les entreprises en crise : l'approche du chef d'entreprise, l'approche des crédateurs

À la suite de cours, vous saurez :

- Choisir la structure juridique appropriée pour une entreprise
- Reconnaître les risques légaux associés à la gestion d'une entreprise
- Lire et rédiger des statuts juridiques
- Analyser des études de cas et des décisions juridiques

COURSES TAUGHT IN FRENCH

Description available upon request – 4 ECTS each

- Analyse financière
- Communication commerciale
- Comptabilité
- Droit commercial
- Économie générale
- Environnement du commerce international et business intelligence
- Expression – communication
- Marketing direct
- Marketing du point de vente
- Négociation
- Psychosociologie de la communication
- Responsabilité sociale des entreprises
- Statistiques et probabilités appliquées

SUMMER SEMESTER

COURSES TAUGHT IN ENGLISH

BUSINESS ENGLISH

ECTS Credits	4
Professor	To be confirmed
Department / Level	Semester 4 – FOR NON-NATIVE ENGLISH SPEAKERS ONLY
Workload	19 hours + homework
Evaluation	Continuous assessment

Course content

In this course, you will acquire professional language skills by:

- Working on oral and written comprehension of documents using professional and/or general English
- Working on written and oral expression skills
- Learning about tools to deliver quality oral presentations
- Learning about tools to interact in a variety of daily professional situations

BUSINESS ETHICS – REPUTATIONAL DAMAGE

ECTS Credits	3
Professor	Alice Le Roy
Department / Level	Semester 6
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

This class will examine why and how a multinational company's reputation can be damaged. Based on case studies (Volkswagen, Facebook, Amazon), the students will analyze key strategies aimed at mitigating such risks.

COST CONTROL AND ACCOUNTING

ECTS Credits	4
Professor	Stéphane Bellanger
Department / Level	Semester 6
Workload	28 hours, Team work + weekly meeting
Evaluation	Paper work + presentation (teamwork)

Course content

This module enables students to become familiar with English vocabulary and concepts in management accounting and finance. They learn how to use financial information in order to help managers to make decisions, using management accounting tools.

This module is mainly interested in looking at a global dimension, and to a lesser extent to responsible and pioneering dimensions by:

- Introducing students to accounting as the universal language of business;
- Being grounded in conceptual foundations flexible enough to be adapted to a variety of businesses and multicultural contexts;
- Inducing students to take a future-oriented, forward-looking perspective;
- Providing tools of measurement of behavior and performance as a prerequisite to implementing a responsible strategy in organizations.

During the module, the following topics will be covered:

- Cost classification
- Cost-volume-profit analysis
- Full costing approaches
- Using cost information for decision making
- Budgeting
- Variance analysis

DIGITAL MARKETING

ECTS Credits	3
Professor	Maithili chodankar
Department/ Level	Semester 6
Workload	14 hours + Homework
Evaluation	Continuous assessment

Course content

The aim of this course is to learn how to organize and supervise a web strategy.

You will learn about:

- The different digital marketing strategies
- How to carry out internal and external analyses of the situation
- How to determine the goals of a digital strategy:
 - General sales objective
 - Market Penetration
 - Objectives by product
- The digital marketing strategy
- How to choose a strategy and plan it
- The social Network Strategy
- The adwords or PPC (pay per click) strategy
- The call to Action Strategy or CTA (Call to Action)

LOGISTICS AND SUPPLY CHAIN

ECTS Credits	4
Professor	Marc Van Migom
Department / Level	Semester 6
Workload	28 hours (3.5 hours x 8 weeks) + homework
Evaluation	Presentation + paper work

Course content

Supply Chain Management (SCM) is concerned with the efficient management of flows of products/services and information in order to provide the right products/services of the right quality at the right time at the right cost to the right customers. Intense global competition has made companies realize that SCM is key to achieve a competitive advantage. Supply Chain Management Information Systems are fundamental to reach this competitive advantage. This course presents all the different components of an efficient SCM Information Systems (ERP, PLM, E-Sourcing, E-Procurement, EDI, Voice Picking, WMS, TMS, MES, APS, etc..), how to be part of the Selection/Project team, how to select them and the other stakeholders (Consulting companies and Integrators), and how to implement them successfully.

PURCHASE AND QUALITY MANAGEMENT (to be confirmed)

ECTS Credits	4
Professor	Lucie Follot
Department / Level	Semester 4
Workload	18 hours (3 hours x 6 weeks) + homework
Evaluation	Continuous assessment

Course content

In this course, you will:

- Understand the roles of purchase and of quality management within a company
- Discover the main tools and methods used in purchase and quality management

Quality management

In this course, you will learn about:

- The definition and history of the concept of quality
- Quality reference documents (norms, labels, certifications...)
- Quality management tools
- The quality information system

Purchase management

In this course, you will:

- Learn about the role and importance of purchase management
- Learn about the purchasing process
- Discuss the place of ethics and eco-responsibility in purchase management
- Learn about purchasing techniques
- Analyse the needs of companies and the suppliers' market
- Learn about bills of specifications and about pairing products and suppliers
- Learn how to monitor the purchasing process
- Learn how to negotiate purchases by leading a negotiation process and a purchase interview, managing the relationship with a supplier, and drawing purchasing contracts.

By the end of this course, you will:

- Be able to participate in the purchasing process of a company
- Be able to use the main tools linked to purchasing
- Have acquired a good knowledge of quality management
- Master the key concepts in quality management

SUSTAINABLE COMMUNICATION

ECTS Credits	3
Professor	Alice Le Roy
Department / Level	Semester 6
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

The aim of this course is to learn how to determine which tools of communication are principally used to build a communication strategy in international management.

You will learn about:

- Building a sustainable communication strategy and to communicate about sustainability
- Setting up an environmental watch
- The social and environmental impacts of communication actions
- Greenwashing in communication strategies and its market, reputation and legal risks
- The influence of environmental non-profit organisations
- Deciding whether to use humour or shock strategies in sustainable communication campaigns

FINANCE OF INTERNATIONAL TRADE

ECTS Credits	4
Professor	M. F. Braguier
Department/ Level	Semester 5
Workload	28 hours + homework
Evaluation	Continuous assessment

Course content

The aim of this course is to broaden the students' knowledge of the economic environment of international trade, to analyze the major issues linked to today's international economy and to look at its actors' strategies and to rules governing international exchanges.

Themes:

- Organizations linked to international trade
- Funding means of international trade
- Globalization: definition, origins and characteristics, dynamics and structures of international trade, companies and their strategies to become global, financial globalization, world-communication and world-system, regional polarization of exchanges
- Institutional trade rules: governance issues, multilateralism or regionalism etc.

COURSES TAUGHT IN ENGLISH AND FRENCH

STAGE EN ENTREPRISE, MÉMOIRE ET SOUTENANCE PROFESSIONAL INTERNSHIP, WRITTEN REPORT AND ORAL DEFENSE

ECTS Credits	10
Department / Level	Semester 4
Workload	8 to 10 weeks + homework
Evaluation	Internship report + defense

Course content

Aims of the internship:

- To learn about the social, technical, economic and organizational aspects of a company
- To carry out a supervised commercial project
- To put previously acquired knowledge and skills into practice
- To acquire professional skills

By the end of an internship, you will:

- Be able to use the knowledge and skills previously learnt in order to complete your internship project
- Have developed personal and relational skills such as being able to take initiatives, working in teams, being autonomous etc.
- Be able to carry out commercial tasks such as completing market and marketing studies, commercial communication, prospecting or sales operations, or any other task generally assigned to sales associates

The whole process of the internship must follow a quality approach and a set of clearly-defined steps:

- Looking for an internship after having previously negotiated its goals and what will be carried out during the internship
- Signing the internship agreement
- Carrying out the internship project
- Monitoring the intern's progress (through progress meetings and visits)
- Writing and structuring two reports of the undertaken activities (written report followed by an oral defense)
- Ensuring the quality of communication and argumentation

Assessment criteria

The internship is assessed both by the company and teaching department based on the following criteria:

- Work achieved within the company, based on the objectives set in the internship agreement

- The written report showing evidence of the skills developed during the internship
- The oral defense with a jury composed of members of the company and of the teaching department

The assessment of these 3 elements will be based on:

- The intern's ability to put his/her academic knowledge into practice in order to successfully complete his project
- The skills acquired through immersion in a professional setting: technical and relational skills expected from a DUT student

FRENCH DESCRIPTION

Objectifs du module

- Connaissance de l'entreprise dans ses aspects sociaux, technico-économiques et organisationnels
- Réalisation en responsabilité d'une mission commerciale encadrée
- Mise en application des connaissances et savoir-faire acquis durant la formation
- Acquisition de savoir-faire professionnels

Compétences attendues

Compétences générales :

L'étudiant doit être capable de :

- Utiliser l'ensemble des acquis académiques dans le cadre de la mission du stage
- Développer des compétences personnelles et relationnelles : initiative, travail en équipe, autonomie etc.

Compétences relatives à la spécialité :

L'étudiant doit être capable de

- Mettre en œuvre les compétences commerciales (voir référentiel de compétences)

À titre indicatif :

Études de marché, études marketing, opérations de communication commerciale, de prospection, de vente, et toutes missions pouvant être confiées à un collaborateur commercial, etc.

Modalités de mise en œuvre

L'ensemble du processus stage doit se faire dans le cadre d'une démarche de type qualité, décrivant clairement les étapes à respecter :

- La recherche des stages incluant la négociation préalable des travaux d'études et de réalisation à mettre en œuvre au cours du stage
- La signature des conventions
- Le déroulement du stage
- Le suivi des stagiaires (points intermédiaires, visite)
- Le compte rendu d'activité (rapport écrit et soutenance suivant une démarche professionnelle)
- La structure des comptes rendus écrit et oral
- La qualité de communication, l'argumentation.

Évaluation du stage

Le stage est évalué par l'entreprise et le département sur les éléments suivants :

- Le travail en entreprise, suivant objectifs fixés dans la convention
- Le rapport écrit, cadré dans sa forme, mettant en évidence les compétences développées au cours du stage
- La soutenance orale par un jury mixte entreprise – département

Pour ces 3 éléments, l'évaluation du stagiaire doit porter sur :

- Sa capacité à utiliser ses acquis académiques dans la réalisation de sa mission
- Les acquis résultant de l'immersion dans le milieu professionnel : compétences techniques et compétences relationnelles en référence au référentiel d'activités et de compétences du DUT

COURSES IN OTHER FOREIGN LANGUAGES

INTERMEDIATE SPANISH OR GERMAN

ECTS Credits	4
Name of the professors	Spanish: Marianne Basterra German: Guillaume Robin
Department / Level	Semester 6
Workload	28 hours + homework
Evaluation	Continuous assessment

Course content

INTERMEDIATE GERMAN

This course aims at improving German learners' oral and written comprehension and expression skills. You will test your oral comprehension by watching videos from the Deutsche Welle and work on reading comprehension with texts dealing with the question of sustainable development in the German-speaking world.

You will improve your communication skills and broaden your vocabulary by working on the news, on press reviews, and on oral presentations of written texts dealing with politics, the economy, cultural events, sustainable development etc.)

You will also increase your ability to write in German by summarizing articles or writing personal essays.

Finally, you will tackle professional tasks in German and learn how to introduce a company, a start-up, how to apply for a job/internship and answer job interview questions, how to improve your résumé etc.

You will improve your knowledge of specific vocabulary linked to sales, marketing and negotiation.

INTERMEDIATE SPANISH

Intermediate Spanish lessons will be especially focused on sustainable development in the Spanish-speaking world.

This course aims at improving Spanish learners' oral and written comprehension and expression skills through the study of various oral, visual and written documents.

Students will be assessed individually and in groups.

FRENCH DESCRIPTION

ALLEMAND INTERMÉDIAIRE

Ce module vise à entraîner les étudiants germanistes autour de quatre compétences (compréhension et expression, orale et écrite) :

- Tests de compréhension orale à partir des vidéos tirés de la Deutsche Welle
- Compréhension écrite autour de textes abordant les problématiques liées au développement durable appliqué à la zone germanophone.

- Expression orale (actualités, revues de presse pour élargir le vocabulaire généraliste dans les domaines de la politique, de l'économie, de la culture et du développement durable ; présentations orales de textes écrits etc.)
- Compréhension et expression écrite (résumé synthétique d'articles et travaux d'expression)
- Tâches professionnelles : travail sur la présentation professionnelle (présentation d'entreprise avec focalisation sur une Start up spécialisée dans le développement durable), recherche d'un logement, d'un stage, dépôt d'une candidature, entraînement à l'entretien en langue allemande, valorisation d'un CV etc.
- Aides lexicales dans le domaine du vocabulaire professionnel lié au commerce, au marketing et à la négociation

ESPAGNOL INTERMÉDIAIRE

Les cours s'appuieront sur l'actualité des pays hispanophones pour aborder la thématique du développement durable.

Les quatre compétences (compréhension et expression orale et écrite) seront travaillées à travers l'étude de documents variés (écrits, sonores et vidéos).

Les étudiants seront évalués individuellement et en groupe.

COURSES TAUGHT IN FRENCH

Description available upon request – 4 ECTS each

- Achat – Qualité / Purchase and Quality Management (see English description of the course above)
- Éthique des affaires – Commerce équitable
- Gestion financière et budgétaire
- Gestion de la relation client
- Management de l'équipe commerciale
- Mercatique stratégique
- Négociation et achat
- Négociation et achats de produits durables
- Stratégie de distribution
- Stratégies d'entreprise
- TIC et multimédia