



University Bachelor of Technology (B.U.T.)

# Business & Marketing (TC)

The **Bachelor of Technology in Business & Marketing** trains students to be future intermediate executives who can handle all stages of the marketing of a product or service: from market research to sales, including marketing strategy, commercial communication, negotiation, and customer relations. Graduates are versatile, autonomous and adaptable. It covers business sectors related to sales, marketing and communication. The course offers genuine assets for a swift integration into the workforce. It also allows graduates the possibility to pursue their studies in order to obtain a Master's degree.

## Study tracks

- The **Digital marketing, e-business and entrepreneurship study track** is designed to train students in digital commercial activities by developing skills in the management of these activities on the one hand, and in the development of digital commercial projects that can lead to the creation of a start-up on the other.

### Career prospects:

Graduates will work in digital marketing, e-business within any type of organisation, and the entrepreneurial field.

- The **International business: purchasing and sales study track** aims to train students in marketing and sales by developing strategic and operational skills in an international context.

### Career prospects:

At the end of the course, graduates will be able to qualify for positions in international trade, regardless of the organisation they join.

- By focusing on the two major concepts of point-of-sale management, with both team and retail facility management, the **Sales outlet marketing and management study track** aims to train graduates in the management of retail premises.

### Career prospects:

Graduates will be able to apply for distribution jobs in all types of sales outlets.

- The **Business development and customer relations management study track** seeks to train students in the development of commercial activity while ensuring customer satisfaction in order to build a lasting relationship

### Career prospects:

Graduates will contribute to business development and customer relations management in all types of organisations.

- The **Brand strategy and event management study track** aims to train students in brand promotion and enhancement along with skills to manage and conduct events.

### Career prospects:

Graduates may be involved in brand and event management in all types of organisations.

## Skills

This course aims at developing three core skills for business and marketing students:

- **Marketing:** conducting marketing actions
- **Sales:** selling a commercial offer
- **Commercial communication:** communicating the commercial offer

## Entry requirements

This program is mainly intended for **STMG technological baccalaureate** holders, but does not exclude other specialties, and holders of **general, technological and vocational baccalaureates** or equivalent diplomas. It is also suitable for higher education students wishing to change career path. The B.U.T. can also be prepared within the Lifelong education scheme or on a vocational basis (apprenticeship training or work-based learning). The diploma can also be delivered on Accreditation of Prior Experiential Learning (APEL).

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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 -1<sup>st</sup> cycle- ONLY).

**NOTE:** Courses delivered during Semesters 3 and 4 are part of the second year of the 3-year degree (BUT) in Marketing Techniques.

Courses delivered during semesters 5 and 6 are part of a third-year Bachelor's degree in International Business.

All questions regarding the study offer should be addressed to the international exchange coordinator for the department of *Techniques de Commercialisation*.

Ms. Delphine David:

[delphine.david@parisdescartes.fr](mailto:delphine.david@parisdescartes.fr)

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.**

International students only follow tutorials, not lectures.

**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 coordinator: Ms. Delphine David).

# WINTER SEMESTER

## COURSES RESERVED FOR INTERNATIONAL STUDENTS

### COMMUNICATION INTERCULTURELLE - INTERCULTURAL COMMUNICATION

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ECTS Credits	2
Level	Semester 3, <b>in English and French</b>
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:

- In pairs or small groups, 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 intercultural experience.

#### 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 :

- Par deux ou en petits groupes, 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.

## FRENCH FOR FOREIGNERS (beginner and intermediate)

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ECTS Credits	4
Level	Semester 3
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.

**NOTE: INTERCULTURAL COMMUNICATION and FRENCH FOR FOREIGNERS** can only be taken together, as a combined course of 6 ECTS.

## INNOVATIVE BUSINESS AND COMMUNICATION MODELS

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ECTS Credits	4
Level	Semester 3
Workload	21 hours (37X 8 weeks) + homework
Evaluation	Continuous assessment

### Course content

Climate change and the digital revolution are the two major disruptive factors of the 21st century. In this context business and communication practices are changing. This module will introduce different economic models: the social and solidarity economy, the doughnut economy, reconomy, transition towns, the cooperative movement, local currencies. It will be based on some theory and case studies but also on field trips in Paris and the wider metropolitan area where students will meet entrepreneurs who have succeeded in defining business models tailored to the local territorial context. The innovation process will be analysed through the paradigm of local ecosystems. Documenting the field trips will be part of the process.

## BUSINESS ENGLISH

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ECTS Credits	3
Level	Semester 3 – <b>For non-native English speakers only</b>
Workload	12 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 (Presenting oneself in a professional context, presenting a company, its activity, its environment, participating in a meeting to set up a marketing project, phoning (making appointments, administering a survey, etc.), preparing a CV and cover letter etc.
- Mastering the general vocabulary of business, marketing, sales and commercial communication and use it in a professional situation

## BUSINESS ENGLISH APPLIED TO SUSTAINABLE DEVELOPMENT

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ECTS Credits	4
Level	Semester 5
Workload	28 hours + homework
Evaluation	Continuous assessment

### Course content

In small groups, students produce a radio programme on the theme of economic 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 on the same theme. The students have access to a recording studio and to technical help to finalize their project.

The second half of the course is dedicated to working on business English documents and projects linked to sustainable development (greenwashing, corporate social responsibility etc.) in order to improve the students' general skills in business and general English.

## COMMERCIAL NEGOTIATION – SALES TALK

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ECTS Credits	4
Level	Semester 3
Workload	13,5 hours + homework
Evaluation	Continuous assessment (oral mark and short written test)

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

### Course content

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

## IMPORT AND EXPORT

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ECTS Credits	4
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.



## INTERNATIONAL ECONOMIC ENVIRONMENT

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ECTS Credits	3
Level	Semester 3
Workload	10,5 hours + homework
Evaluation (presentation)	Continuous assessment (grammar, radio project and its presentation)

In this course, you will learn how to understand the international environment and how to position oneself in a market, and analyze a complex market and its interdependencies. You will also develop general economic knowledge.

### Course content

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

## INTERCULTURAL MANAGEMENT

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ECTS Credits	4
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.

## INTERNATIONAL MARKETING

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ECTS Credits	4
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 MARKETING AND SALES

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ECTS Credits	3
Level	Semester 3
Workload	14 hours (3.5 hours X 4 weeks) + homework
Evaluation	Continuous assessment

In this course, you will learn how to position the offering according to identified cultural specificities in the target market(s).

### Course content

- Managing international operations
- Understanding the different aspects of an international marketing problem
- Developing opportunities for commercial actions in foreign markets
- Identifying international prospects
- Calculating costs and estimating the feasibility of an international prospecting operation
- Adapting the offer by deploying an international marketing mix (adaptation and standardization strategies, etc.)
- Developing an international launch plan that takes into account cultural specificities

## INTERNATIONAL STRATEGY AND INTELLIGENCE

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ECTS Credits	3
Level	Semester 3
Workload	14 hours (3.5 hours X 4 weeks) + homework
Evaluation	Continuous assessment

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

### Course content

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

## MACROECONOMY AND FINANCE OF INTERNATIONAL TRADE

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ECTS Credits	4
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.

## PRINCIPLES OF DIGITAL COMMUNICATION

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ECTS Credits	3
Level	Semester 3
Workload	13,5 hours + homework
Evaluation	Continuous assessment

### Course content

In this course, you will learn about the environment of digital communication and to develop a digital communication strategy (use of blogs, social networks, influencers) to create content adapted to digital media and to measure the results of your strategy through monitoring of the e-reputation.

### Themes

- Digital communication strategy: communication axis, communication objectives and target(s)
- Overview of digital and social media/networks: strengths and weaknesses of the different social networks/choosing social media adapted to the company's needs
- Digital communication path: conversion principle (funnel) from visitor to loyal customer
- Creation, management and planning of publications according to an editorial line
- Creation and management of website content in line with the strategy
- Management of influencers
- Performance analysis: e-reputation

## SOCIAL PSYCHOLOGY OF WORK

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ECTS Credits	2
Level	Semester 3
Workload	7,5 hours + homework
Evaluation	Continuous assessment

In this course, you will learn how to diagnose the environment by understanding social and ecological issues and implement a marketing strategy in a complex environment.

### Course content

- Understanding the complexity of organizations
- Identifying the main cognitive, conative and affective effects of the professional environment on the actors and their repercussions on the professional identity constructions
- Building and using tools to measure socio-cognitive determinants: attitudes, social representations, behavioral intentions
- Questioning the notions of CSR and business performance with regard to the notions of well-being, quality of life at work, job satisfaction and more generally with regard to social indicators
- Understanding psychosocial engineering as a diagnostic tool to evaluate a problem (audit), conceptualizing an alternative solution, building an action model and using it while understanding the mechanisms of resistance to change and learning about how to support the management of change.
- Understanding the interactions between organizational and work environments and the thoughts, feelings and behaviors of employees and groups of employees
- Understanding the impact of the environment on the way a company works and on its marketing strategies (environment / ecology - work life / non-work life – culture of the country)
- Being aware of the design of workstations but also of the ergonomic presentation of data

## SAÉ: STUDY AND SELECTION OF FOREIGN MARKETS TO DEPLOY AN OFFER

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ECTS Credits	6
Level	Semester 3
Workload	28 hours (Including final group presentation)
Evaluation	Individual and group marks



An **SAÉ (learning and evaluation task)** is not a course but a group activity carried out over one or two weeks during which students, with the help of teachers and professional speakers, work on constructing a project from beginning to end (research, design, communication) before presenting it. This is often done in the form of a role play.

SAÉs aim at putting students in real-life, practical professional situations in which they can use their theoretical knowledge.

Through this SAÉ, you will learn how to formulate an international business strategy and manage international operations. You will carry out a strategic diagnosis of an existing company with a simple defined offer (consumer product) and develop this offer on a foreign market, by implementing the monitoring process (economic and prospective, sectorial and competitive analysis), multi-criteria matrix, financial balance sheet, etc.

### SAÉ content

- Conducting a structured export/import diagnosis using strategic tools (internal information gathering)
- Collecting information from the international environment (identifying relevant data sources, identifying data collection tools, ensure data reliability)
- Selecting appropriate export and import markets using indicators
- Managing international sales and purchasing processes; identifying and select suppliers
- Monitoring international logistics operations through an understanding of supply chain issues
- Selecting the mode of transport, incoterm, insurance and payment terms with a view to optimizing costs
- Positioning the offer according to the cultural specificities identified on the targeted market(s)

# ADDITIONAL COURSES OFFERED BY THE DEPARTMENT OF INFORMATION AND COMMUNICATION

## THE FUTURE OF INTERNATIONAL MEDIA

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ECTS Credits	4
Level	Semester 5
Workload	18 hours + homework
Evaluation	Continuous assessment

### Course content

This class provides a global overview of the current media landscape and examines such issues as media consolidation, the decline in readership and viewership in the mainstream media, the culture of connectivity and new patterns of media consumption in the digital age.

The class aims at developing media literacy among students in order to acquire the ability to evaluate and analyze a wide range of media outlets and develop a toolbox of trustworthy and creative news sources.

## COURSES IN OTHER FOREIGN LANGUAGES

### INTERMEDIATE SPANISH OR GERMAN

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ECTS Credits	3
Level	Semester 3 (B1 level required)
Workload	12 hours + homework
Evaluation	Continuous assessment



Description available upon request.

**Note:** Some of these courses are given both in French and English. Please, see their English names and refer to their descriptions in the previous pages.

## **SEMESTER 3 – 4 ECTS each except\***

- Entretien de vente (*Commercial negotiation – sales talk*)
- Principes de la communication digitale
- \*Environnement économique international (*International economic environment*) **(3 ECTS)**
- \*Droit des activités commerciales **(3 ECTS)**
- \*Psychologie sociale du travail (*Social work psychology*) **(3 ECTS)**
- Expression, communication, culture
- Ressources et culture numériques

## **SEMESTER 5 – 3 ECTS**

- \*Responsabilité sociale des entreprises

# SUMMER SEMESTER

## COURSES RESERVED FOR INTERNATIONAL STUDENTS

### COMMUNICATION INTERCULTURELLE - INTERCULTURAL COMMUNICATION

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ECTS Credits	2
Level	Semester 3, <b>in English and French</b>
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:

- In pairs or small groups, 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 intercultural experience.

#### 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 :

- Par deux ou en petits groupes, 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.

## FRENCH FOR FOREIGNERS (beginner and intermediate)

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ECTS Credits	4
Level	Semester 3
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.

**NOTE: INTERCULTURAL COMMUNICATION** and **FRENCH FOR FOREIGNERS** can only be taken together, as a combined course of 6 ECTS.

## INNOVATIVE BUSINESS AND COMMUNICATION MODELS

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ECTS Credits	4
Level	Semester 3
Workload	21 hours (37X 8 weeks) + homework
Evaluation	Continuous assessment

### Course content

Climate change and the digital revolution are the two major disruptive factors of the 21st century. In this context business and communication practices are changing. This module will introduce different economic models: the social and solidarity economy, the doughnut economy, reconomy, transition towns, the cooperative movement, local currencies. It will be based on some theory and case studies but also on field trips in Paris and the wider metropolitan area where students will meet entrepreneurs who have succeeded in defining business models tailored to the local territorial context. The innovation process will be analysed through the paradigm of local ecosystems. Documenting the field trips will be part of the process.

## BUSINESS ENGLISH

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ECTS Credits	3
Level	Semester 4 - <b>For non-native English speakers only</b>
Workload	12 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 (Presenting oneself in a professional context, presenting a company, its activity, its environment, participating in a meeting to set up a marketing project, phoning (making appointments, administering a survey, etc.), preparing a CV and cover letter etc.
- Mastering the general vocabulary of business, marketing, sales and commercial communication and use it in a professional situation

## **BUSINESS ETHICS PART 1 – REPUTATIONAL DAMAGE**

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ECTS Credits	3
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.

## **BUSINESS ETHICS PART 2 – FAIR TRADE**

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ECTS Credits	3
Level	Semester 6
Workload	14 hours + homework
Evaluation	Continuous assessment

### **Course content**

In this course, you will learn about the principles and different structures of fair trade through case studies and debates.

## COST CONTROL AND ACCOUNTING

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ECTS Credits	4
Level	Semester 6
Workload	28 hours, Team work + weekly meeting
Evaluation	Paper + 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

## DESIGNING A COMMUNICATION CAMPAIGN

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ECTS Credits	3
Level	Semester 4
Workload	12 hours
Evaluation	Continuous assessment

In this course, you will learn how to communicate a business offer, how to develop a communication strategy adapted to the agency brief, how to establish a strategy of means by using the indicators of choice of the materials, present a full communication plan by developing presentation materials and ensuring their effectiveness.

### Course content

- Developing a communication strategy adapted to a specification
- Propose a communication plan
- Strategic thinking: targets, objectives, communication strategy / development of the campaign budget
- Indicators for choosing media: useful audience, affinity, cost per thousand
- Media plan: 360° approach, consistency of means
- Content creation strategy and performance messages / brief, copy-strategy, storyboard, copy-writing
- Evaluation and analysis of a campaign: pre-test and post-test

## DIGITAL MARKETING

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ECTS Credits	3
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 ad-words or PPC (pay per click) strategy
- The call-to-action Strategy or CTA



## DIVERSITY MANAGEMENT

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ECTS Credits	3
Level	Semester 5
Workload	10,5 hours (3.5 X 3 weeks) + Homework
Evaluation	Continuous assessment

### Course content

In this course, you will learn how today's companies are held accountable regarding their financial results, but also their environmental and social impact. The rise of policies of diversity is part of a new promotion of a company's social responsibility. These policies are meant to both prevent discrimination at work and to promote equal chances.

This course will study the origins of the concept of diversity and analyze policies of diversity which have been established in French companies. You will also have the opportunity to debate organisational discourses as well as concrete measures and case studies.

## EMPLOYMENT LAW

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ECTS Credits	3
Level	Semester 4
Workload	10 hours + homework
Evaluation	Continuous assessment

### Course content

In this course, you will learn to understand and analyze individual and collective work relationships.

### Themes

- Conclusion of the employment contract (types of contracts), rights and obligations of the employee and the employer, termination of the employment contract
- Collective bargaining in the company, collective agreements, employee representatives

## LOGISTICS AND SUPPLY CHAIN

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ECTS Credits	4
Level	Semester 6
Workload	28 hours (3.5 hours x 8 weeks) + homework
Evaluation	Presentation + paper

### 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.

## NEGOTIATION: ROLES OF THE SELLER AND OF THE BUYER

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ECTS Credits	3
Level	Semester 4
Workload	12 hours + homework
Evaluation	Continuous assessment

In this course, you will learn how to sell a business proposition, how to convince by expressing the offer in terms of personalized benefits with empathy, how to negotiate prices and to defend and enhancing the value of the offer by perceiving purchasing strategies. You will use spreadsheets, argumentation aids, etc. wisely to convince, analyze your results to increase performance within the commercial team and take into account the stakes of the purchasing function for the economic performance of the company.

### Course content

- Preparing and presenting the sales proposal through role playing
- Building a sales proposal in line with the identified needs
- Taking into account the stakes of the commercial margin and delimiting the margins of maneuver
- Managing the price objection and defending the margin

Introduction to sales management:

- Fundamentals of sales team management: organization of rounds, objectives, prioritization of targets, performance improvement

Introduction to the purchasing function:

- Role of the buyer
- Discovering the purchasing function
- Knowledge of the strategies of a professional buyer

## PURCHASING STRATEGY

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ECTS Credits	3
Level	Semester 4
Workload	14 hours (3,5 X 4 weeks) + homework
Evaluation	Continuous assessment

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

### Course content

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

## SUSTAINABLE COMMUNICATION

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ECTS Credits	3
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

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

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ECTS Credits	12
Level	Semester 4
Workload	8 weeks + homework
Evaluation	Internship report + defense

### Course content

#### Aims of the internship

- Designing an international business strategy
- Managing international operations
- Conducting marketing actions
- Selling a commercial offer
- Communicating the commercial offer

#### Objectives and professional issues

The intern contributes to the activities of a department or organization by responding to the professional needs expressed by the organization. The intern's work is supervised by a supervisor from the host university and from the host company.

#### The objectives are:

- To provide support to the activity of a department/organization within the framework of one or more missions defined before the internship
- To mobilize all academic knowledge and skills in the professional environment to analyze needs, propose solutions and report on them
- To reinforce professional know-how and interpersonal skills
- To deepen the student's knowledge of the professional sector
- To strengthen the student's personal professional project

## Assessment criteria

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

- The work achieved within the company, based on the objectives set in the internship agreement
- The written report which shows 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/her project
- The skills acquired through immersion in a professional setting: technical and relational skills expected from a second-year BUT student

## FRENCH DESCRIPTION

### Objectifs du stage

- Concevoir une stratégie commerciale internationale
- Gérer des opérations internationales
- Mener des actions de marketing
- Vendre une offre commerciale
- Communiquer l'offre commerciale

### Objectifs et enjeux professionnels

Le stagiaire contribue aux activités d'un service ou d'un organisme en répondant aux besoins professionnels exprimés par l'organisme. Le travail du stagiaire est supervisé par un superviseur de l'université d'accueil et de l'entreprise d'accueil.

### Les objectifs sont :

- Apporter un soutien à l'activité d'un service/organisme dans le cadre d'une ou plusieurs missions définies avant le stage.
- Mobiliser l'ensemble des connaissances et compétences académiques en milieu professionnel pour analyser les besoins, proposer des solutions et en rendre compte.
- Renforcer le savoir-faire professionnel et les compétences relationnelles
- Approfondir les connaissances de l'étudiant sur le secteur professionnel
- Renforcer le projet professionnel personnel de l'étudiant

### Critères d'évaluation

Le stage est évalué à la fois par l'entreprise et par le département pédagogique sur la base des critères suivants :

- Le travail réalisé au sein de l'entreprise, en fonction des objectifs fixés dans la convention de stage
- Le rapport écrit qui témoigne des compétences développées pendant le stage
- La soutenance orale devant un jury composé de membres de l'entreprise et du département d'enseignement

### L'évaluation de ces 3 éléments sera basée sur :

- La capacité du stagiaire à mettre en pratique ses connaissances académiques afin de mener à bien son projet
- Les compétences acquises par l'immersion dans un milieu professionnel : compétences techniques et relationnelles attendues d'un étudiant de deuxième année de BUT



## INTERMEDIATE SPANISH OR GERMAN

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ECTS Credits	3
Level	Semester 3 (B1 level required)
Workload	12 hours + homework
Evaluation	Continuous assessment

## INTERMEDIATE SPANISH OR GERMAN

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ECTS Credits	4
Department / Level	Semester 6 (B1 level required)
Workload	28 hours (3,5h sessions) + 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 Well 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.

Description available upon request.

**Note:** Some of these courses are given both in French and English. Please, see their English names and refer to their descriptions in the previous pages.

## SEMESTER 4 – 3 ECTS each

- Stratégie marketing
- Négociation : rôle du vendeur et de l'acheteur
- Conception d'une campagne de communication (*Designing a communication campaign*)
- Droit du travail
- Expression, communication, culture
- Stratégie achats (*Purchasing strategy*)

## SEMESTER 6 – 3 ECTS

- Achats responsables et qualité