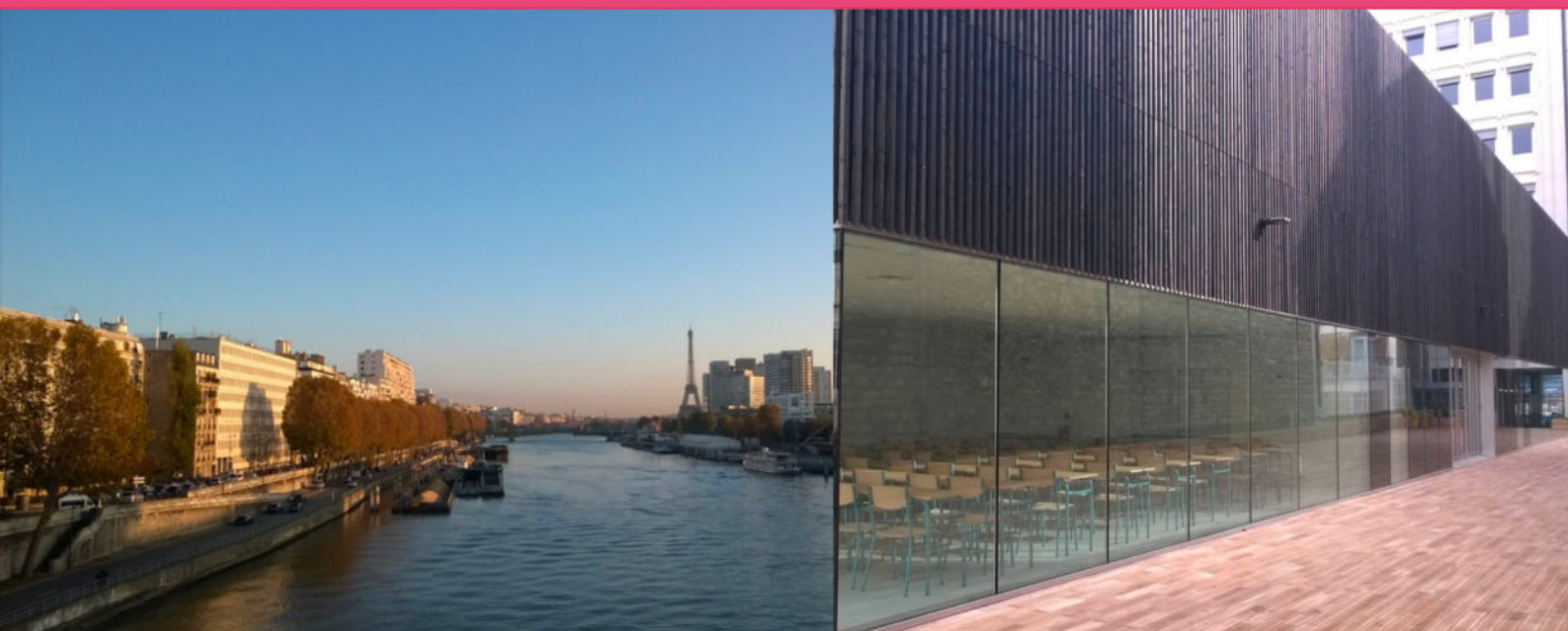




IUT PARIS RIVES DE SEINE
BUSINESS STUDIES DEPARTMENT

**Course offer for international
exchange students**

2023-2024



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PRESENTATION

Welcome to the IUT de Paris Rives de Seine!

Foreign exchange students at the Paris University Institute of Technology Paris (IUT) can choose **courses in English or/ and French** in year 2 or 3 of the BUT (*Bachelor Universitaire Technologique*).

If your level of French is B2 or better, we encourage you to try and take courses in French to further improve your level.

- A semester is worth 30 ECTS credits.
- A one-year exchange is worth 60 ECTS credits

International students are subject to **continuous assessment** (each teacher decides on assignments for a given course).

International students only follow tutorials, not lectures, thus **they do not take some of the final examinations**, when these are based on lectures.

Students can choose either:

- Regular courses (tutorials)
- SAEs

An **SAÉ (learning and evaluation task)** is not a course but a group activity carried out over one week during which small groups of 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. SAEs aim at putting students in real-life, practical professional situations in which they can use their theoretical knowledge.

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.

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

WINTER SEMESTER

COURSES RESERVED FOR INTERNATIONAL STUDENTS

COMMUNICATION INTERCULTURELLE - INTERCULTURAL COMMUNICATION

ECTS Credits	2
Level	Semester 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:

- 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 video blog 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)

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

ECTS Credits	4
Level	Semester 3
Workload	18 hours + 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, r-economy, 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

ECTS Credits	4
Level	Semester 3 – For non-native English speakers only
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

COMMERCIAL NEGOTIATION – SALES TALK

ECTS Credits	4
Level	Semester 3
Workload	13,5 hours + homework
Evaluation	Continuous assessment

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

FINANCIAL ANALYSIS

ECTS Credits	4
Level	Semester 5
Workload	17,5 hours + homework
Evaluation	Continuous assessment

In this course, you will learn how to formulate an international business strategy, manage marketing actions and sell a commercial offer.

Course content

- Working capital and working capital requirements, cash flow, liquidity ratios, solvency, debt, turnover ratios
- Breakdown of profitability through MIS, cash flow, cash position, profitability and profitability ratios

FINANCING AND REGULATING THE ECONOMY – GENERAL ECONOMY

ECTS Credits	4
Level	Semester 5
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

The goal of this course is to learn how to anticipate and adapt to societal, environmental and economic changes and to enrich your general knowledge of the economy.

- Financing the economy, study of crises
- Economic theories, history of economic thought
- Regulations, financing environmental and social issues

INTERNATIONAL BUSINESS TECHNIQUES 2

ECTS Credits	4
Level	Semester 5
Workload	14 hours + homework
Evaluation	Continuous assessment

With this course, you will understand the export document exchange mechanism the customs mechanism, and master payment and risks.

Course content

- Payment instruments, bank transfers and bills of exchange, SWIFT
- Documentary payment techniques, cash-on-delivery, documentary remittance, documentary credit, letter of credit, stand-by, credit insurance, forfaiting, factoring
- Foreign exchange risk, foreign exchange markets, forward hedging

- BPI guarantees
- Intra-Union trade, customs clearance, customs debt, customs procedures
- International transport, sea, air and road freight rates

INTERNATIONAL ECONOMIC ENVIRONMENT

ECTS Credits	3
Level	Semester 3
Workload	10,5 hours + homework
Evaluation	Continuous assessment

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

INTERNATIONAL LAW

ECTS Credits	4
Level	Semester 5
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

- Presentation of sources of international law (public/private)
- Analysis of the global international environment (WTO, EU, other regional areas, etc.)
- General international contract law: general concepts, applicable law
- Presentation of major international risks (applicable law, dispute resolution, legal families)
- Special international sales contract law: legal framework of the sales contract and contract formation, negotiation, mediation, arbitration
- International competition law (mergers, acquisitions)
- Data protection and anti-corruption measures, business intelligence

INTERNATIONAL MARKETING AND SALES

ECTS Credits	4
Level	Semester 3
Workload	14 hours + 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

ECTS Credits	4
Level	Semester 3
Workload	14 hours + 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

LOGISTICS, SUPPLY CHAIN AND SOURCING

ECTS Credits	6
Level	Semester 5
Workload	24,5 hours + homework
Evaluation	Continuous assessment

In this course, you will learn how to apply interpersonal, management and organizational logistics skills to provide a good or service that delivers maximum value to the customer and the company, understand the specifics of logistics for e-commerce activities and propose solutions to ensure an efficient national and international supply chain.

You will also understand the role of the buyer/supplier in the company and learn how to master analysis tools and optimize inventories.

Course content

- Logistics challenges: customer satisfaction, service levels and logistics costs
- The supply chain
- Production flows: inventory, space and lead-time management
- Distribution and e-commerce logistics
- Information flows and digital solutions
- Supply chain optimization, the make or buy decision
- Ethics and eco-responsibility
- Needs / demand analysis and order tracking
- Calculation of net requirements
- Inventory and order management tools and techniques
- Fixed quantity, fixed interval system
- Safety stock
- Kanban method
- Supply performance analysis

NEGOTIATING IN SPECIFIC CONTEXTS

ECTS Credits	3
Level	Semester 5
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

- Learning how to analyze the situational context (positioning of the people you are negotiating with, spatio-temporal, sociological, psychological context)
- Understanding particular contexts and their specific features
- Identifying the purchasing process and decision makers
- Identifying the added value of the solution in relation to the customer's needs

PRINCIPLES OF DIGITAL COMMUNICATION

ECTS Credits	4
Level	Semester 3
Workload	13,5 hours + homework
Evaluation	Continuous assessment

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.

Course content

- 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

PURCHASING MARKETING

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

In this course, you will learn how to analyze suppliers' offers and marketing actions directed to them.

Course content

- Purchasing in complex situations: technical and functional specifications, international purchasing negotiations, contracting, supplier relationship management and monitoring (including supplier evaluation)
- Purchasing quality, certification and standardization
- Purchasing marketing: definition and approach to purchasing marketing, segmentation
- Definition of needs to match supply and demand
- Interaction with suppliers
- Evolution of relations towards a partnership mode
- Use and integration of sustainable development (SD) and CSR concepts
- Technological and commercial intelligence

SOCIAL PSYCHOLOGY OF WORK

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 EXPORT PART 1: SELECTING FOREIGN MARKETS TO SELL YOUR PRODUCT ABROAD

ECTS Credits	4
Level	Semester 3
Workload	6 hours + work in semi-autonomy + final presentations
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)

INTERMEDIATE SPANISH OR GERMAN

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

COURSES IN FRENCH

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

COURSES

- Marketing Mix
- Études Marketing : Logistique
- Entretien de vente (*Commercial negotiation – sales talk*)
- Principes de la communication digitale
- Environnement économique international (*International economic environment*)
- Droit des activités commerciales 1
- Psychologie sociale du travail (*Social work psychology*)
- Expression, communication, culture : améliorer sa communication en français
- Ressources et culture numériques
- Techniques quantitatives et représentations (mathématiques appliquées au commerce)

SAE

- Créer une entreprise à l'international

SEMESTER 5

COURSES

- Stratégie d'entreprise – RSE (Responsabilité sociétale des entreprises)
- Droit des activités commerciales 2
- Expression, communication, culture : améliorer sa communication en français
- Ressources et culture numériques appliquées au business international, achat et vente : marketing digital

SUMMER SEMESTER

COURSES RESERVED FOR INTERNATIONAL STUDENTS

COMMUNICATION INTERCULTURELLE - INTERCULTURAL COMMUNICATION

ECTS Credits	2
Level	Semester 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:

- 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)

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

ECTS Credits	4
Level	Semester 3
Workload	18 hours + 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

ECTS Credits	3
Level	Semester 4 - For non-native English speakers only
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

DESIGNING A COMMUNICATION CAMPAIGN

ECTS Credits	4
Level	Semester 4
Workload	12 hours + homework
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

ENGLISH - INTERNATIONAL MEDIA LITERACY

ECTS Credits	4
Level	Semester 6
Workload	14 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.

INTERCULTURAL MANAGEMENT

ECTS Credits	4
Level	Semester 4
Workload	14 hours + homework
Evaluation	Continuous assessment

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 BUSINESS TECHNIQUES 1

ECTS Credits	4
Level	Semester 4
Workload	14 hours + homework
Evaluation	Continuous assessment

Course content

- Understanding import-export rules
- specification
- Mastering the basics of export negotiation
- Incoterms
- International transport and logistics
- Carrier liability and transport insurance
- Introduction to the risks associated with international operations

NEGOTIATION: ROLES OF THE SELLER AND OF THE BUYER

ECTS Credits	4
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

ECTS Credits	4
Level	Semester 4
Workload	14 hours + 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

SAÉ EXPORT PART 2: MARKETING AND SELLING YOUR PRODUCT ABROAD

ECTS Credits	4
Level	Semester 4
Workload	6 hours + work in semi-autonomy + final presentations
Evaluation	Individual and group marks

THIS SAE IS RESERVED FOR STUDENTS WHO TOOK PART IN THE SAE EXPORT PART 1 OF SEMESTER 3.

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 SAE, you will learn how to formulate an international business strategy for a chosen international target market and manage international operations. You will build an offer by adapting it to the demands of an international clientele.

SAE content

- Operational implementation of the offer
- Marketing development of the offer and adaptation to the foreign market, including prospecting

SAÉ: RUNNING AN ECO-RESPONSIBLE BUSINESS PROJECT

ECTS Credits	4
Level	Semester 6
Workload	6 hours + work in semi-autonomy + final presentations
Evaluation	Individual and group mark

Content in development.

STAGE EN ENTREPRISE, MÉMOIRE ET SOUTENANCE PROFESSIONAL INTERNSHIP, WRITTEN REPORT AND ORAL PRESENTATION (IN FRENCH)

ECTS Credits	12
Level	Semester 4
Workload	8 weeks in a company
Evaluation	Internship report + oral presentation

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

INTERMEDIATE SPANISH OR GERMAN (year 2)

ECTS Credits	4
Level	Semester 4 (B1 level required)
Workload	12 hours + homework
Evaluation	Continuous assessment

INTERMEDIATE-ADVANCED SPANISH OR GERMAN (year 3)

ECTS Credits	4
Department / Level	Semester 6 (B1 level required)
Workload	14 hours + homework
Evaluation	Continuous assessment

This course aims at improving Spanish or German 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

COURSES

- 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*)
- Stratégie marketing

SAE

- Pilotage commercial d'une organisation

SEMESTER 6

COURSES

- Stratégie d'entreprise 2