



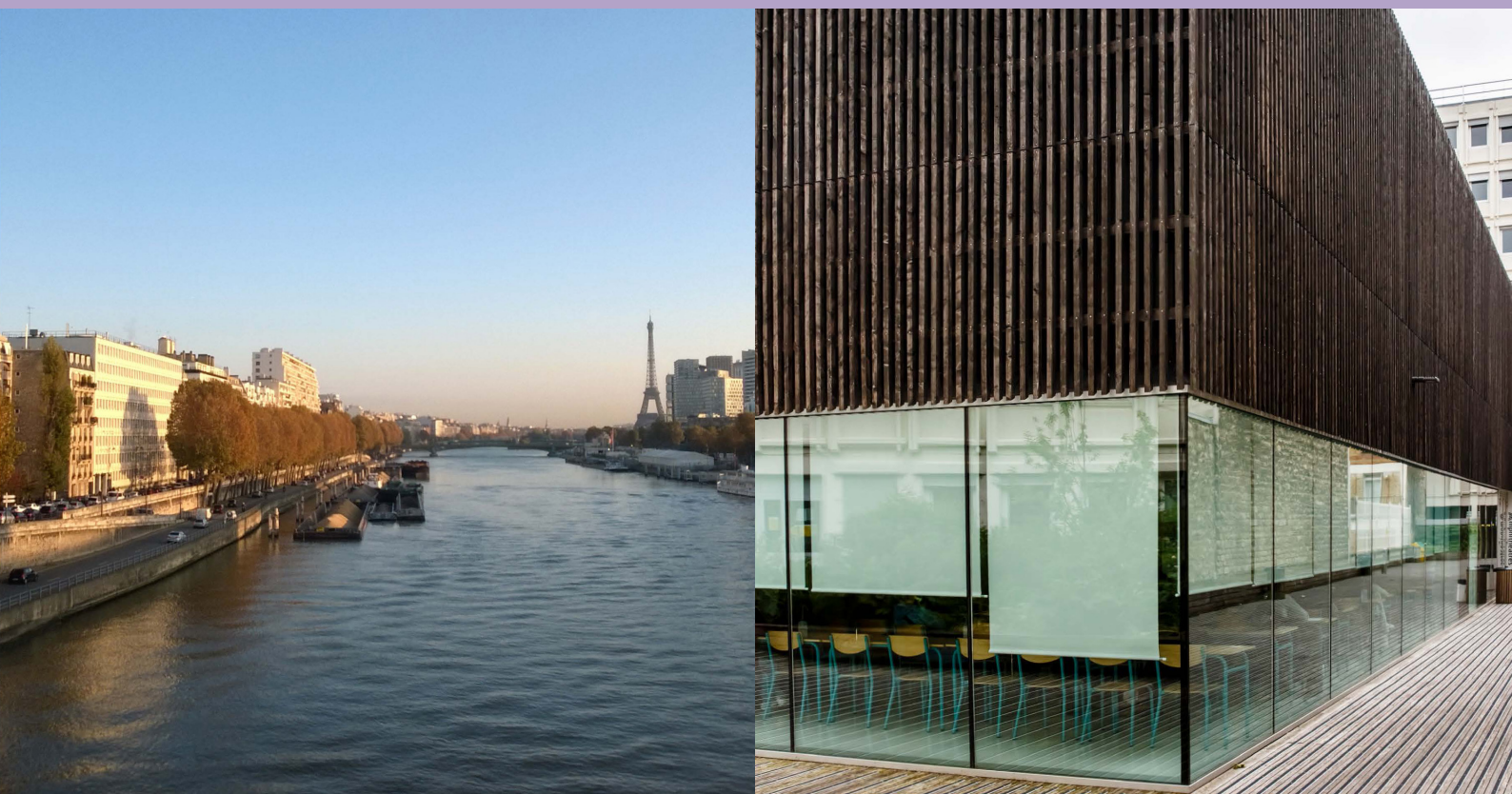
IUT de Paris - Rives de Seine
Université Paris Cité

IUT DE PARIS - RIVES DE SEINE

BUSINESS AND ADMINISTRATION

Course offer in English for
international exchange students

2023-2024



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 B.U.T. (*Bachelor Universitaire de Technologie*).

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. SAÉs 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's 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 *Gestion des Entreprises et des Administrations*.

Contact:

Ms. Clare Scott : clare.scott@u-paris.fr

SYLLABUS: EXPRESSION – COMMUNICATION

Mr. Emeric MORIAU – emeric.moriau@u-paris.fr

DECISION MAKING

| | |
|---------------------|-----------------------|
| ECTS Credits | 4 |
| Level | 4 |
| Workload | 18 hours + homework |
| Assessment | continuous assessment |

Course's principle

Students lead a decision-making process that requires research, writing and oral skills. During the initial courses, they write a summary based on their own findings on a suggested topic (involving a large array of social studies). The written summary works as a preliminary step towards conducting a meeting in which the topic is discussed and the student's favored decision debated. This class combines individual tasks and teamwork and aims at being very practical, as opposed to theoretical case studies.

SYLLABUS: BUSINESS AND CORPORATE STRATEGY

Mr. Stéphane Lautissier – stephane.lautissier@u-paris.fr

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| ECTS Credits | 4 |
| Level | Semester 3 and 4 |
| Workload | 7 sessions of 1,5 hour + homework |
| Assessment | MCQ each week Analytic thinking paper Problem solving game / Challenge |

Course's principle

This course covers the concepts of strategic management, business strategy and corporate strategy. It aims to give students a vision of the strategic choices of organizations, as well as the criteria and issues to be taken into account. Through case studies, scenarios and problem solving, this course gives the opportunity to give a first overview of the strategic reading of organizations.

Course's goals

- > Situate the levels of strategic decision-making and its impact on the organization
- > Understand the tools of strategic diagnosis
- > Understand the stakes of a business strategy and identify the nature and criteria of a business strategy
- > Understand the challenges of a corporate strategy and identify the nature and criteria of a corporate strategy
- > Analyze the strategy of an organization and identify the first levers for improvement.

Schedule

All courses can be taken independently.

| 3rd semester (S3) | 4th semester (S4) |
|---|---|
| <ul style="list-style-type: none">• What is strategic management?• How to make a strategic diagnosis? (2 sessions)• What are the keys of business strategy? (2 sessions)• How to analyze its business area?• Solving problem case | <ul style="list-style-type: none">• What are the stakes of a corporate strategy?• Specialization or Diversification (2 sessions)• Producing or outsourcing?• Organization: how to grow in the better way?• Going international?• Collaborative challenge |

SYLLABUS: INTRODUCTION TO FINANCIAL COMMUNICATION AND IFRS STANDARDS

Mrs. Marie JOHANET – marie.johanet@u-paris.fr

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| ECTS Credits | 3 |
| Level | Semester 4 |
| Workload | 8 sessions of 1,5 hour + homework |
| Assessment | continuous assessment |

Course's principle

This course is an introduction to the principles of financial communication of listed international groups (players, legal requirements, media and published indicators). It also covers the general principles of some frequently used IFRS standards.

It includes theoretical courses, research work and practical group cases, followed by oral restitution exercises.

SYLLABUS: BUSINESS PLAN

Mr. André REMOND – andre.remond@u-paris.fr

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| ECTS Credits | 4 |
| Level | Semester 4 |
| Workload | 7 sessions of 2 hours + homework |
| Assessment | continuous assessment |

Course's principle

At the end of the module, students will know how to structure financial information in order to convince investors.

They will learn how to translate a business model into a 3year business plan composed of an income statement, a balance sheet and a cash-flow statement.

The business plan can be prepared for a new company as well as for an existing one.

Prerequisite

Advanced knowledge of financial accounting (double-entry bookkeeping, balance sheet, Income statement), Excel

SYLLABUS: BUSINESS CULTURE

Ms. Eline Vivet – eline.vivet@u-paris.fr

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| ECTS Credits | 3 |
| Level | Semester 3 |
| Workload | 7 sessions of 2 hours + homework |
| Assessment | The final mark is composed of the following: > An in-depth case study in group students present during an oral presentation > Two rapid individual assessments of the knowledge acquired |

Course's description

This course allows students to discover managerial practices by selecting themes they will deal with during their professional careers.

The situations the teacher selects for each theme allow a comparative approach (in time or geography).

This course module thus invites students to develop an organizational culture on two levels: first, by discovering managerial practices, and second by taking a step back to analyze them with their context.

In 2023/2024, the course focuses on 2 of the following 3 themes:

- I- Diversity and inclusion: from words to deeds
- II - Collective intelligence in practice: tools, methods, and results
- III - Is there fashion in business?

At the end of this course, students will be able to...

- I.a Identify the actions carried out through the diversity and inclusion (D&I) policy of a company
- I.b Explain the expected results of a D&I policy
- I.c Suggest relevant indicators to measure D&I results

- II.a Define collective intelligence
- II.b Identify why a company uses collective intelligence (open innovation, participative governance, stakeholder involvement, etc.)
- II.c Identify the means used by companies to promote collective intelligence (including digital tools)

- III.a Identify, via social networks, new practices and new terms used by managers
- III.b Describe these new practices and compare them to approaches from other periods or other geographies
- III.c Explain the reasons for their adoption.

Course structure

The course alternates times of discovery (video, audio, text, debates), times of theoretical content, and times of application based on case studies.

The case studies place the student in a consulting situation to solve a problem (Problem-Based Learning).

SAÉ APPLIED MANAGEMENT - PROJECT MANAGEMENT

Ms. Corinne DAUGAN – corinne.daugan@u-paris.fr

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| ECTS Credits | 7 |
| Level | Semester 3 and 4 |
| Workload | 3,5 hours per week + homework |
| Assessment | continuous assessment |

Objectives and professional issues

Within the organization « Carrefour des Passions », the student is responsible for resolving any issues related to organizing an event or creating or developing an activity. The goal is to answer the question: “How to prevent and manage risks related to the realization of an event, the creation, or development of an activity?”

The objectives of the SAé are:

- To comply with regulatory constraints
- To adopt an eco-responsible approach
- To experiment with the iterative dimension of the project approach
- To exploit documents of various natures (statistics, specialized press, multimedia...)
- To identify the economic and legal specificities of a given organization according to its form
- To identify the reciprocal influences between an organization and its environment
- To argue orally, including in English

It is also about:

- Demonstrating initiative, autonomy, organization, responsibility, and creativity in management
- Developing a cross-sectional perspective
- Producing a realization

Methodologically:

- Confronting unprecedented situations
- Appropriating project management tools
- Working in a group within an organized team (based on collectively defined individual job descriptions) under time and resource constraints.

Each group of students (about 7 to 8 people) takes charge of organizing an event, an exhibition, a debate, a meeting, etc.) from brainstorming the concept to holding the event, including the necessary communication materials such as writing articles, posts, etc. in English.

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