

**IUT DE PARIS RIVES DE SEINE  
BUSINESS STUDIES DEPARTMENT**

**COURSES IN ENGLISH – SPRING SEMESTER 2024**

**ERASMUS COURSES**

**COMMUNICATION INTERCULTURELLE - INTERCULTURAL COMMUNICATION**

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**In English and French**

2 ECTS

18 hours + homework

**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 FOR FOREIGNERS (beginner and intermediate)**

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4 ECTS

18 hours + homework

**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** are designed to be taken together, as a combined course of 6 ECTS.

## INNOVATIVE BUSINESS AND COMMUNICATION MODELS

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4 ECTS

18 hours + homework

### 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.

## SECOND-YEAR COURSES

### BUSINESS ENGLISH

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#### For non-native English speakers only

3 ECTS

12 hours + homework

### 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

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3 ECTS

12 hours + homework Continuous assessment

### Course content

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.

- 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

## INTERCULTURAL MANAGEMENT

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4 ECTS

14 hours + homework 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

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4 ECTS

14 hours + homework

### 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

## MARKETING STRATEGY

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3 ECTS

12 hours + homework

### Course content

In this course, you will learn how to:

- Implement a marketing strategy that is relevant to a business and a market
- Use analysis tools to position key success factors on a long-term basis
- Understand the factors and challenges of complex environments at one or more levels
- Identify the stages in a complex marketing approach incorporating an ethical and responsible approach

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

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3 ECTS

12 hours + homework

### Course content

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.

- 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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4 ECTS

14 hours + homework Continuous assessment

### Course content

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.

- 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

## THIRD-YEAR COURSES

### CRISIS MANAGEMENT AND REPUTATIONAL DAMAGE

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4 ECTS  
14 hours + homework

#### 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.

### DESIGNING A RADIO PROGRAM IN ENGLISH

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4 ECTS  
14 hours + homework

#### Course content

In small groups, students produce a radio programme on the theme of economic sustainable development.

They will conduct research about a theme they are interested in and reflect on the type of program they want to create in terms of target audience, time slot, content etc.

They will then record their program at the IUT's recording studio, with the help of a professional technician.

### NEGOTIATING IN SPECIFIC CONTEXTS

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4 ECTS  
14 hours + homework

#### Course content

In this course, you will learn how to:

- Master the challenges of a sales meeting in a specific context
- Conduct a specific negotiation meeting
- Prepare and conduct an interview as a buyer
- Identify the techniques of a professional buyer
- Conduct a purchasing interview

## BUSINESS STRATEGY

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4 ECTS

14 hours + homework

### Course content

In this course, you will learn how to:

- Design, develop and adapt a marketing strategy in a complex context
- Use marketing strategy diagnostic tools in a complex environment
- Develop responsible and sustainable marketing (ethical, local, origin management, sustainable products, etc.)
- Integrate a "positive business" mindset into a team.

- Strategy fundamentals
- Specific CSR and positive business tools
- Components of an offer in a crisis situation
- Adapting the offering in an unstable environment by taking advantage of opportunities to develop a high value-added offering that value-added offering that responds to issues of crisis or instability

## INTERNATIONAL LAW

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4 ECTS

14 hours + homework

### Course content

In this course, you will be introduced to:

- the sources of international law (public / private)
- an analysis of the global international environment (WTO, EU, other regional areas, etc.)
- general international contract law: general concepts, applicable law
- the various 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

## **COURSES AVAILABLE IN FRENCH**

### **SECOND-YEAR COURSES**

Droit du travail

Expression, communication, culture (apprendre à s'exprimer en français)

### **THIRD-YEAR COURSES**

Droit international

Ressources numériques