



COURSES IN ENGLISH FOR EXCHANGE STUDENTS
International Trade and Export Management
ITEM

International Trade and Export Management :

NAME	ID
Materials and technology	ITEM1-01
Basics in Networks services	ITEM1-02
Principles and architecture of networks	ITEM1-03
Networks and Telecommunications English	ITEM1-04
Access network technologies	ITEM1-05
Optical Fibers	ITEM1-06
Internship/Professional Project in Networks and Telecommunications	ITEM1-07
Database	ITEM1-08
Networks and Telecommunications English	ITEM1-09
Triple Play	ITEM2-01
Internship/Professional Project in Networks and Telecommunications	ITEM2-02

Business strategies

Objectives:

Understand the different developments / strategies for the different types of business. Know how to benchmark the competitors to get the best from their ideas.

Understand the different options to develop a company and how to handle the different options.

Skills:

Students will research the different options to develop a company on the national and international market. Also how to develop a department or even a job position

ITEM1-01

Communication

Objectives:

Understand how external communication works for a company in a modern day context. Understanding of marketing and communication tools and tendencies.

Skills:

Students will research, create and present a Communication Plan in English. Importance will be given to the understanding of the market and creativity.

ITEM1-02



Spring



Autumn

International negotiation

Objectives:
Understand how to deal and negotiate with international partners. To be able to manage different situations, to know how to write good emails and to know how to handle the different emails and the phone calls to negotiate

Skills:
Students will learn how to handle the different negotiation steps / with different partners and how to make a deal

ITEM1-03

Leadership

Objectives:
Understand how leadership works in general and also in a company via a look at historic leaders and also business leaders. A look at what makes a good leader.

Skills:
Students will learn how to make a presentation about a Leader in English. They will also research into a Leader's thoughts and acts, and learn how to evaluate a Leader's acts.

ITEM1-04



Spring



Autumn

Project Management

Objectives:
Understand the way a project works inside a company. The different people and the structures involved and how they work together for a final result.

Skills:
Students will look closely at a Company in action, and present in English how it undertakes its projects. Students will be asked to analyse success and failure in projects.

ITEM1-05

GEOPOLITCS AND INTERNATIONAL RELATIONS

Objectives:
Acquire a method for analysing tensions in hot world regions
Anticipate weak signals (anticipate risk)
Acquire a better understanding of the major international issues that determine market (in)stability.
Understand the importance of a method for analysing international events

Skills:

1. Understand the power and domination strategies of certain states and how companies are also actors in the international political game
2. Be able to anticipate the consequences for organizations
3. Be able to analyse a country situation on behalf of an investor
4. Be able to broaden your notions of strategy and go beyond the classic analytical framework of business strategies.

Prerequisites:
an interest in international relations and politics.

ECTS : 3

ITEM1-06



Spring



Autumn

MULTICULTURAL MANAGEMENT

ITEM1-07

Objectives:

- Make students aware of cultural differences; make them understand that, unintegrated, they are the main and often hidden source of professional risks.
- To make students think about what cultural otherness is; make them aware that any commercial and managerial technique is only once the Other's cultural dimension has been addressed.
- To realise the importance of models (Hofstede,...) but above all their limits; the risk of cultural modelling will be highlighted

Skills:

- Be understand cultural facts, their origins and manifestations
- Be able to anticipate cultural risks in the workplace
- Be able to challenge analysis models.
- Be able to gauge the role endorsed by cultural differences and their impact on the overall management of the company.

ECTS: 3

ENGLISH FOR EFFECTIVE BUSINESS WRITING (FOR NON-NATIVE SPEAKERS)

ITEM1-08

Objectives:

- Help students improve their business English writing skills by developing their use of vocabulary, grammar, understanding of different business writing genres
- Develop students' ability to write professional business documents.

Skills:

- Be able to produce the professional business documents
- Be able to write an executive summary
- Be able to adapt content to purpose, context and audience
- Know how to use appropriate style and tone of writing for business purposes.

Prerequisites:

- B2 in general written English.

ECTS: 2



Spring



Autumn

ENGLISH FOR EFFECTIVE BUSINESS WRITING (FOR NON-NATIVE SPEAKERS)

Objectives:

ITEM is a full degree sandwich course taught in the Department of Business at the Auxerre campus offering exchange students the opportunity to be non or degree-seeking students.

Non-degree-seeking students are due to complete only semester only (from late September to January); they are not subject to the internship requirement. Degree-seeking students registered for the year are required to validate the internship for graduation.

Finding an internship: Professors in charge help students in their search and facilitate contact with the local companies.

Internship agreement: The internship is subject to an agreement in accordance with the regulations in force.

Content of the internships: The internships offered by partner companies cover missions like export development, monitoring, customer relations, commercial communication, etc.

Internship period: The internship runs from January to June.

Supervision of the internship: The trainee is supervised both by a company tutor and a professor. The latter validates the content of the internship and monitors its smooth running in conjunction with the host company.

Evaluation of the internship: The internship ends with a report + a thirty-minute oral presentation (English or French).

ECTS: 15



Spring



Autumn

STRATEGIC INTELLIGENCE BOOT CAMP

ITEM1-05

Objectives:

The strategic Intelligence boot camp is an intensive seminar of 2 days that allows participants to work in a high-energy immersion into the facts of the business area. The boot camp incorporates both practical and theoretical elements allowing participants to be ready to use off-the-shelf techniques.

Skills:

Be able to develop a comprehensive 360 ° approach of the topic chosen. Know how to sort out relevant information focusing on the selected topic. Be able to produce a pertinent, analytical (oral and written work) in a very limited time. Be able to make a synthetic presentation of major current and future strategic issues. Be able to face pressure, meet time commitment and effective, high quality and original work.

ECTS: 6

FRENCH AS A FOREIGN LANGUAGE (FLE)

ITEM1-05

Objectives:

Make student confident with their initial use of French
Develop students' French skills via the media, surveys, visits...
Develop exchange students' cultural knowledge of the French environment.
The class format is groups of 4 or 5 students of about the same level of French. Grammar exercises and lexical enrichment is done according to the learner's language needs.

Skills:

Be able to produce a clear, basic message for everyday conversations
Be able to reach a basic level of language autonomy
Know how to culturally interact with the French

Prerequisites:

A2 in French

ECTS: 5



Spring



Autumn

ENGLISH FOR EFFECTIVE BUSINESS WRITING (FOR NON-NATIVE SPEAKERS)

ITEM2-01

Objectives:

- Help students improve their business English writing skills by developing their use of vocabulary, grammar, understanding of different business writing genres
- Develop students' ability to write professional business documents.

Skills:

- Be able to produce the professional business documents
- Be able to write an executive summary
- Be able to adapt content to purpose, context and audience
- Know how to use appropriate style and tone of writing for business purposes.

Prerequisites:

B2 in general written English.

ECTS: 2

FRENCH AS A FOREIGN LANGUAGE (FLE)

ITEM2-02

Objectives:

- Make student confident with their initial use of French
- Develop students' French skills via the media, surveys, visits...
- Develop exchange students' cultural knowledge of the French environment.

The class format is groups of 4 or 5 students of about the same level of French. Grammar exercises and lexical enrichment is done according to the learner's language needs.

Skills:

- Be able to produce a clear, basic message for everyday conversations
- Be able to reach a basic level of language autonomy
- Know how to culturally interact with the French

Prerequisites:

A2 in French

ECTS: 5



Spring



Autumn