

2020 - 2021



## COURSES IN ENGLISH FOR EXCHANGE STUDENTS

# International Trade and Export Management ITEM Course listing

## Course listing

MODULE	ID	ECTS	SEMESTER	PAGE
Business strategies	ITEM_A_01	4	Autumn	2
Communication	ITEM_A_02	3	Autumn	3
International Marketing	ITEM_A_03	4	Autumn	4
International negotiation	ITEM_A_04	4	Autumn	5
Leadership	ITEM_A_05	2	Autumn	6
Project management	ITEM_A_06	3	Autumn	7
Geopolitics and international relations	ITEM_A_07	3	Autumn	8
Multicultural management	ITEM_A_08	4	Autumn	9
English for effective business writing	ITEM_A_09	4	Autumn	10
French as foreign language (FLE)	ITEM_A_10	4	Autumn	11
Strategic intelligence boot camp	ITEM_S_01	4	Spring	12
Internship	ITEM_S_02	15	Spring	13
International trade fair preparation	ITEM_S_03	2	Spring	14
International Prospecting	ITEM_S_04	4	Spring	15

ID:	<b>ITEM_A_01</b>		<b>ECTS</b>
Module:	Business strategies		4
Semester:	<i>Autumn</i>		
Teaching hours:	-	10h30	3h30
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):
  - 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.
- Skill(s):
  - 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.
- Prerequisite(s):
  - B1.
- Remark(s):
  -

ID:	<b>ITEM_A_02</b>		<b>ECTS</b>
Module:	Communication		3
Semester:	<i>Autumn</i>		
Teaching hours:	-	14h	-
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):
  - Understand how external communication works for a company in a modern day context.
  - Understanding of marketing and communication tools and tendencies.
- Skill(s):
  - Students will research, create and present a Communication Plan in English. Importance will be given to the understanding of the market and creativity.
- Prerequisite(s):
  - B1.
- Remark(s):
  -

ID:	ITEM_A_03		ECTS
Module:	International Marketing		4
Semester:	<i>Autumn</i>		
Teaching hours:	-	10h30	3h30
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Educational content:
  - International issues: determining the opportunities and risks of the markets and understanding the attractiveness of a market (stability, barriers to entry, potential, financial, monetary, cultural, demographic, infrastructure risks, etc).
  - The internal diagnosis of the assets of the company (financial, human, technical, marketing, commercial, organizational, cultural, capacity to manage the international).
  - The contribution of international studies (competitive intelligence, competition analysis, analysis of uses, behaviors and attitudes of consumers, market segmentation and competitive analysis of our offer...).
  - Strategic decisions to approach the markets: how? Which target and which positioning?
  - The elements of the mix: the choices and the constraints (product or service standardization or adaptation, management of the brand, name and logos, price structure, implementation methods and distribution contract, communication and promotion).
- Skill(s):
  - Understand the challenges of international development.
  - Identify the issues to build a marketing plan in an international environment.
- Prerequisite(s):
  - B2 in general written English.
- Remark(s):
  -

ID:	<b>ITEM_A_04</b>		<b>ECTS</b>
Module:	International negociation		4
Semester:	<i>Autumn</i>		
Teaching hours:	-	10h	7h
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):
  - 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.
- Skill(s):
  - Students will learn how to handle the different negotiation steps / with different partners and how to make a deal.
- Prerequisite(s):
  - B1.
- Remark(s):
  -

ID:	<b>ITEM_A_05</b>		<b>ECTS</b>
Module:	Leadership		2
Semester:	<i>Autumn</i>		
Teaching hours:	-	7h	-
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):  
- 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.
- Skill(s):  
- 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.
- Prerequisite(s):  
- B1.
- Remark(s):  
-

ID:	<b>ITEM_A_06</b>		<b>ECTS</b>
Module:	Project management		3
Semester:	<i>Autumn</i>		
Teaching hours:	-	14h	-
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- **Objective(s):**  
- 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.
- **Skill(s):**  
- 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.
- **Prerequisite(s):**  
- B1.
- **Remark(s):**  
-



ID:	<b>ITEM_A_07</b>		<b>ECTS</b>
Module:	Geopolitics and international relations		<b>3</b>
Semester:	<i>Autumn</i>		
Teaching hours:	-	10h30	3h30
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):
  - 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.
- Skill(s):
  - Understand the power and domination strategies of certain states and how companies are also actors in the international political game.
  - Be able to anticipate the consequences for organizations.
  - Be able to analyse a country situation on behalf of an investor.
  - Be able to broaden your notions of strategy and go beyond the classic analytical framework of business strategies.
- Prerequisite(s):
  - An interest in international relations and politics.
- Remark(s):
  -

ID:	<b>ITEM_A_08</b>		<b>ECTS</b>
Module:	Multicultural management		4
Semester:	<i>Autumn</i>		
Teaching hours:	-	14h	-
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):
  - 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.
- Skill(s):
  - 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.
- Prerequisite(s):
  - B1.
- Remark(s):
  -

ID:	<b>ITEM_A_09</b>		<b>ECTS</b>
Module:	English for effective business writing		4
Semester:	<i>Autumn</i>		
Teaching hours:	-	21h	21h
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):
  - 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.
- Skill(s):
  - 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.
- Prerequisite(s):
  - B2 in general written English.
- Remark(s):
  - For non-native speakers.

ID:	<b>ITEM_A_10</b>			<b>ECTS</b>
Module:	French as foreign language (FLE)			4
Semester:	<i>Autumn</i>			
Teaching hours:	-	-	-	
	Lectures	Tutorial classes	Practical work	
Teaching type:	<input type="checkbox"/> English-only		<input type="checkbox"/> French-English	

- Objective(s):
  - 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.
- Skill(s):
  - Be able to produce a clear, basic message for everyday conversations.
  - Be able to reach a basic level of langue autonomy.
  - Know how to culturally interact with the French.
- Prerequisite(s):
  - A2 in French.
- Remark(s):
  -

ID:	<b>ITEM_S_01</b>		<b>ECTS</b>
Module:	Strategic intelligence boot camp		4
Semester:	Spring		
Teaching hours:	-	3h30	10h30
	Lectures	Tutorial classes	Practical work
Teaching type:	<input type="checkbox"/> English-only		<input checked="" type="checkbox"/> French-English

- Objective(s):
  - 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.
- Skill(s):
  - 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.
- Prerequisite(s):
  -
- Remark(s):
  -

ID:	ITEM_S_02	ECTS
Module:	Internship	15
Semester:	Spring	
Internship period:	From January to June	

- Objective(s):
  - 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 degreeseeking 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. Degreeseeking 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 internship:
  - The internships offered by partner companies cover missions like export development, monitoring, customer relations, commercial communication, etc.
- 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 and a thirty-minute oral presentation (English or French).

ID:	<b>ITEM_S_03</b>		<b>ECTS</b>
Module:	International trade fair preparation		2
Semester:	<i>Spring</i>		
Teaching hours:	-	7h	-
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Objective(s):
  - Being able to organize international fairs
  - Develop students' ability to write professional business documents.
- Skill(s):
  - Organizational competence,
  - Ability to make a post show assessment.
- Prerequisite(s):
  - B2 in general written English.
- Remark(s):
  -

ID:	<b>ITEM_S_04</b>		<b>ECTS</b>
Module:	International prospecting		4
Semester:	<i>Spring</i>		
Teaching hours:	-	14h	7h
	Lectures	Tutorial classes	Practical work
Teaching type:	<input checked="" type="checkbox"/> English-only		<input type="checkbox"/> French-English

- Skills:
  - Build a prospection file
  - Determine targets (companies that may order from us and / or use our services).
  - Complete the file with relevant information (contact details, name of contact, email address...).
  - Writing a questionnaire.
  - Prepare a telephone conversation and hang the prospect.
  - Confirm the exchange and send a personalized mail.
  - Make an international mailing.
  - Make a mailing on a specific theme: action international marketing.
  - Design a newsletter.
  - Design an analysis sheet (information summary).
  - Draw up / design a satisfaction survey.
- Prerequisite(s):
  - B2 in general written English.