



INTERNATIONAL BUSINESS WITH FRENCH



**UFR LANGUES,
CULTURES ET
COMMUNICATION**

UNIVERSITÉ
Clermont Auvergne

INTERNATIONAL BUSINESS WITH FRENCH

CLASSES

SEMESTER 1 (FALL)

European history 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes/Class content
The middle ages The Renaissance & The Reformation Religious Wars & Absolutism Scientific Revolution & Enlightenment French Revolution & Napoleon Industrial Revolution & Age of Imperialism The Great War Dictatorships & WW II The Cold War 1985 – Present	The class is specifically designed to provide students with an in-depth study of European history from the 15th century through the modern day. The 10 first hours of class focuses on the intellectual, social and political history of Europe from the time of the Renaissance through the Enlightenment. The second part of the course is a study of the political evolution of Europe from the French Revolution and the Napoleonic era through the 19th and 20th centuries. Emphasis will be placed on important intellectual and social developments, and political events that have shaped our modern world.

EU history, structures and policies, unity and diversity 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes

The Foundations of the EU	- The Origins and development of the EU
The Internal Policies of the EU	- Basic concepts and stages of economic integration
The External Policies of the EU	- Theoretical background of EU
Economic and Monetary Union	- The Economic Effects of Integration
Macroeconomic Policies for EU	- Economic Policies of EU
Accession	- Macroeconomic Policy Coordination
	- Competition Policy
	- Environmental Policy
	- The Common Agricultural Policy
	- Regional Policy
	- External Trade Policy
	- The EU and the Third World
	- The EU & candidate countries

Negotiating techniques 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>Negotiating techniques</p> <p>The process of negotiation (tactics and objectives)</p> <ul style="list-style-type: none"> - Understanding the principle of commercial negotiation - Phases of a negotiation (preparation, discussion, proposal, bargain, evaluation) <p>Participative case studies :</p> <ul style="list-style-type: none"> - Agreeing sales terms and conditions - Appointing a distributor <p>Lecture / case study / role playing</p>	<p>This class describes a range of successful negotiating techniques and explains how to use them to achieve commercial objectives (selling, purchasing, recruiting agents and distributors).</p>

Negotiating in practice 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>Cross cultural negotiation and management</p> <ul style="list-style-type: none"> - Culture & International Business Communication - International Negotiation - Managing an International Sales Force - Negotiating in the Arab Gulf Region (in French) <p>Lecture / case study / role playing</p>	<p>This class examines the ways in which cultural differences impact on the process of doing business and managing. Topics include issues relating to cross-cultural problem solving, the dynamics of multi-cultural teams, and approaches to conducting international business negotiations.</p>

Principles of management 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>Theory of Management How to conduct a project in management History of management</p>	<p>Managerial culture Evolution of management Organizational culture</p>

How to use methodology in project	
Organization and definition of management Team building and leadership style Organizational strategy Social responsibility and managerial ethics	Develop the educational role of the manager Make an inventory and adapt tools for motivation Communicate your goal Manager vs leader
How to motivate employees Communication in management Building positive relationships Submit a review and manage conflicts	To delegate for assigning tasks and or missions To organize its own availability to listen better and communicate better To develop employees autonomy Motivation and behavior change
How to recruit and interview people Different phases of the assessment interview How to conduct an interview to select, to train, Competences development, job scope	Constrain quality Use adaptable tools and methods Adaptation, exploration and anticipation Evaluation of decision effectiveness
Evaluate results and assess performance Measuring performance Salary vs incentive Management pattern Evaluation tools	Develop management in situation Positive feed back Network effects Performance appraisal Managing change and innovation

Project Management 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
Project Management Background Project Organisation Preliminary studies Project Execution Project closure Case 1 Case 2	History of project Management Understand the concept and the interactions Understand how to manage risk and associated tools Project Go live follow up methodology and associated tools Identify closure milestone and tools Group research and presentation Individual research and presentation

Doing Business in France 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>Short history of France France today - culture, society, attitudes , behaviour...</p> <p>Economy - markets, exports and imports , growth, inflation, unemployment</p> <p>Political and Institutional Structure - legislation, taxation, labour laws, Foreign investment</p> <p>Business in France - distribution networks, various types of companies, buying a firm in France, setting up a firm in France, multinationals and SMEs, joint ventures and alliances...</p> <p>Examples of international companies operating in France</p>	<p>The aim of the class is to give an insight into French markets and to discover the opportunities and challenges facing international companies wishing to work in France.</p> <p>France has not traditionally been a major recipient of Inward Investment (eg. from the USA and Japan), however it is beginning to establish a more attractive position. Its strategic position, both geographically and politically in Europe, guarantees a significant role for the future, with more companies recognising the potential of locating in France and reviewing their entry strategies into European markets.....</p>

Selling in other countries 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes

<p>Expanding Your Business Overseas: Why and Why Not? Global Marketing Researching your market The challenges Main mistakes to be avoided Cross-cultural aspects (Culture, étiquette, customs and protocol) Preparing Your Business for International Trade How to Use an International Trade Adviser</p>	<p>At the end of this class, students should be able to understand the specificities of working with other countries and be able to draw on this knowledge in the course of their career to make themselves successful international managers.</p>
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International Business 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>Introduction Globalization • Multinational enterprises • Geography foundations Countries and regions of the world, Population and geography, Economic development and geography • Technology and globalization • Data sources and international research International Trade Policies and Institutions • Tools for trade policy Tariffs, Subsidies, Quotas, Local content mandates, Others • Purposes of protectionism</p>	<ol style="list-style-type: none"> 1. Select and use appropriate sources to gather information and data needed for international business decisions (skills development); 2. Define key international business terms and concepts (content knowledge); 3. Identify how cultural variables affect business (content knowledge and skills development); 4. Discuss the different types of economic, political, and legal systems and their impact on business (content knowledge); 5. Compare and contrast major trade theories and trade policies and their effect on business (content knowledge); 6. Discuss international exchange rates and their effects on global business (content knowledge); and 7. Critically analyze the opportunities and risks associated

<ul style="list-style-type: none"> • Benefits of free trade • History of world trade • Modern world trade (post WWII) <p>Entering International Markets</p> <ul style="list-style-type: none"> • Purposes of expanding into global markets • Entry strategies <p>Exporting/Importing, Licensing/ Franchising, Wholly owned subsidiaries</p>	<p>with international business activities (content knowledge and skills development).</p>
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Research Project 6ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>The aim of the class is to give the student an opportunity to carry out research on a business topic and to produce a written report which is defended orally at the end of the semester. This research can be done as the basis or foundation for a final year dissertation or thesis in the student's home university.</p> <p>The student should choose a subject which is in relation to his/her academic and professional objectives. The project should have a business and international orientation.</p> <p>The student will be required to do preparatory reading and manage his/her time in order to develop a working hypothesis and sufficient analysis.</p> <p>The student should choose a project tutor from the teaching staff who will guide the student throughout the project.</p> <p>The research project should necessarily be creative, original, thorough, precise and verifiable. It must respect Blaise Pascal university requirements and conventions</p>	

French 1 12 ECTS			
Undergraduate 3rd year			
Class content	Pre-requisites	Knowledge	Skills
This class is designed to help students learn basic French in order to be able to communicate in everyday situations. This class will also enable students to appreciate cultural differences between France and their country of origin.	No previous knowledge of French is required to attend this class.	Aspects of the French language which will be covered include : <ul style="list-style-type: none"> <input type="checkbox"/> Greeting <input type="checkbox"/> Presenting oneself and introducing others <input type="checkbox"/> Requesting information <input type="checkbox"/> Following instructions <input type="checkbox"/> Understanding and participating in exchanges in everyday situations etc. 	<ul style="list-style-type: none"> <input type="checkbox"/> Improving pronunciation <input type="checkbox"/> Building vocabulary <input type="checkbox"/> Understanding basic grammatical structures <input type="checkbox"/> Participating in role-plays <input type="checkbox"/> Discovering French culture through the media

French 2 12 ECTS			
Undergraduate 3rd year			
Class content	Pre-requisites	Knowledge	Skills
The aim of this class is to consolidate and develop students' knowledge in everyday French	A basic to intermediate level of French is required for this course. Students having successfully	<ul style="list-style-type: none"> <input type="checkbox"/> Widening vocabulary <input type="checkbox"/> Enabling comprehension of specific details to improve intonation and fluency 	Students will develop skills in the following fields : <ul style="list-style-type: none"> <input type="checkbox"/> Reading comprehension <input type="checkbox"/> Listening comprehension <input type="checkbox"/> Writing <input type="checkbox"/> speaking

	completed the class "Meeting France, meeting French 1" will attend this class	<input type="checkbox"/> Using a variety of grammatical tenses correctly <input type="checkbox"/> Increasing confidence as a user of French	<input type="checkbox"/> Knowledge of French civilisation <input type="checkbox"/> Knowledge of French culture They will also be introduced to the concept of learning autonomy and to learning French through the media.
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French 3 12 ECTS			
Undergraduate 3rd year			
Class content	Pre-requisites	Knowledge	Skills
The aim of this class is to help students progress in written and oral communication and to master advanced grammatical structures in a variety of contexts.	A strong level of French is required for this course.	Everyday life situations <input type="checkbox"/> Oral expression (give your opinion, debate, telling a story, visiting a tourist attraction...) <input type="checkbox"/> Oral comprehension (TV and radio programmes...) <input type="checkbox"/> Written expression (letter writing, academic writing...) <input type="checkbox"/> To increase confidence as a user of French Debate and role-plays Civilisation <input type="checkbox"/> Different regions of France <input type="checkbox"/> French history <input type="checkbox"/> French literature	Students will develop skills in the following fields : <input type="checkbox"/> Reading comprehension <input type="checkbox"/> Listening comprehension <input type="checkbox"/> Writing <input type="checkbox"/> speaking <input type="checkbox"/> Knowledge of French civilisation <input type="checkbox"/> Knowledge of French culture They will also be introduced to the concept of learning autonomy and to learning French through the media.

INTERNATIONAL BUSINESS WITH FRENCH

CLASSES

SEMESTER TWO (SPRING)

Cross-cultural communication : Theory and fundamentals 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
Determinants of Culture	Defining an organizational culture : Facets of Culture; Levels of Culture
Dimensions of culture	Study the role of the manager/group presentation/debate in class : National cultural dimensions in the business context; The influence of national culture on business culture
Cultural dimensions and dilemmas	Understanding Trompenaars dimensions versus Hofstede's dimensions: Value orientations and dimensions; Reconciling cultural dilemmas
Understanding cultural and ethnic identities	Understanding how we acquire the meanings, value, norms and styles of communicating: Family and gender socialization; Cultural Ethnic Identity formation; Group membership : intercultural boundary crossing; Ethnic-cultural Identity change process
Relationship between language and culture	Understanding that without language we cannot make sense of the cultural world around us. Discussing different culture-based verbal communication styles: Distinctive features in human language ; Understanding multiple language rules; Understanding diverse language functions
Business communication across culture	The different components which have an influence on the process of communication The role of communication in business practices: Communicating in and between cultures
Barriers to intercultural communication	Understanding the importance of non-verbal communication: Non-verbal behavior; Assumptions and culture; Perceptions and stereotypes
Conflict and cultural differences	Developing competent intercultural conflict skills: Dealing

	with conflicts
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Cross-cultural communication in practice 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
Introduction	Identify the cross-cultural Competences when managing Internationally Global Organizations for a global economy : internationalization Process ; from global companies to transnational companies Cultural intelligence and cross cultural competencies Contrasting Attitudes toward international operations The Cultural Imperative Understanding cultural diversity : high and low context cultures ; collectivist culture ; monochromic – polychromic time ; interpersonal space ; language – Examples and applications Management styles across cultures Leadership styles Face-to-face interaction ? videoconferencing? E-mailing ? A contingency approach
Cross cultural effectiveness	
Toward a single Americanized culture ?	
How organizational behavior and management practices differ across cultures	
Media selection in cross cultural settings	

Export sales management 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
Free-trade and protectionism	Motivations ; objectives; international health check; product adaptation Selection criteria; selection matrix; objectives and strategy
Getting ready for international trade	
Selecting markets for international development	
Means of selling abroad	

International business proposals	Direct sales; importers; agents, franchising; joint-ventures; subsidiaries and branches... Content ; form and transmission Transfer of costs and risks Agency contracts and distribution contracts Types and costs Air freight; sea freight; rail freight; road haulage Risks involved; extent of cover; cost; different insurance policies
Incoterms	
Contracts	
Packing for export trade	
Transport of goods for international trade	
Insurance of goods in international trade	
Means and techniques of international payment	
Identification, evaluation and management of risks involved in international trade	Drafts; promissory notes; cheques; letters of credit; bank transfers... Identification, evaluation and management of risks involved in international trade; exchange risk ; economic risk; political risk; credit risk

International Marketing 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
Introduction	Economic background
International Marketing Background	Specificities of International marketing
The environment	How culture, economics, political forces can impact the strategy
Assessing potential market	Market analysis techniques and tools
Consumer behavior and latest trends	Leading consumer trends (prospective 2015)
Market entry mode and distribution	International strategies to enter a market
Product and price management	Adapt the mix to the international environment

Business strategy 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
Introduction to Business Strategy	Nature of Strategy & Strategic Decisions; Characteristics of Strategic Decisions; Levels of Strategy; Strategic Management; Strategic Choices; Understanding Strategy; Development Strategy. The Strategic Position The Macro environment PESTEL Framework Sources of Competition 5 Forces Framework Markets, Market Segments, Customer Value Strategic Gaps SWOT Critical Success factors The Corporate Portfolio Growth Share Matrix Arthur D. Little Forces Influencing Business Strategy Bases of Competitive Advantage Price Based Strategies Added Value or Differentiation Strategy Sustaining strategic choices
Strategic Planning Systems	
Strategic Leadership	
Organizational Politics	
Multiple Processes of Strategy Development	
Intended & Realized Strategies	
Strategic Management in Uncertain and Complex Conditions	
Experience Learning Curve	
Communicating Organizational Purpose, Vision, Mission, Objectives	

Principles of finance 3ECTS
Undergraduate 3rd year

Class content	Learning outcomes
Accounting tools	Read and understand a balance sheet
Control the operating account	Understand and analyse the results
How to fund the operating cycle	Control the operating funding
How to finance Business	Secure funding in the short, medium and long term Ensuring financial communication
How to build a budget	Develop the budget process
Managing performance	Develop performance tools
Financial Analysis	Diagnose strengths and weaknesses
	Liabilities: equity, reserves, debt, ...
	The different types of assets: fixed, circulating ...
	Interpret a balance sheet: depreciation, stocks, consolidations, ..
	Revenues and operating expenses
	Parameters of decision support: the accounting in analytical approach
	Analyse the costs
	The business cycles
	Management of working capital
	Optimise cash
	Financial policy and corporate strategy
	Financial structuring: profitability models, corporate communications
	Evaluate an investment
	Construction of a budget and budgetary Control
	Use ratios
	Interpret the accounts
	Finalise the accounts

France as a tourist destination 6 ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
This class is designed to give students an overview of the tourism industry in France, the world's top tourism destination	Understand terminology appropriate to the tourism industry
Students will learn about the historical and geographical contexts of tourism in France in order to gain a better insight into current tourism practices.	Appreciate the scope and complexity of tourism industry in France
	Analyse tourism offer and demand in a town / region

<p>Field trips to tourist sites and structures in the region will provide opportunities to meet with professionals in the field.</p>	<ul style="list-style-type: none"> • Panorama of tourism in France • Major cultural tourism sites and their importance to French heritage • Organization and structure of tourism in France • Basic marketing and promotion principles applied to tourism • Field trips <ul style="list-style-type: none"> - For example : Tourist Office in Vichy - spa establishment in Vichy - Clermont Ferrand, historical centre
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The European Union: Unity and Diversity 6 ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>This class is designed to give the student an insight into European culture, history and politics. With nearly 500 million citizens, the European Union is a combination of peoples and languages which over the centuries have been united, divided and reunited; In today's constantly changing world with improved communications and ease of travel, for business or pleasure, it is essential to be aware of the many different facets and components of the European Union.</p> <p>A series of lectures in tandem with student project work and student presentations.</p> <p>Bibliography and list of Internet resources provided in the first class</p>	<p><u>The EU today</u> Taking stock of prior knowledge/attitude about the EU. Giving an overview of what the EU is today. Brainstorming/quiz on present aspects of the EU</p> <p><u>The historical background</u> Understanding the reasons for building a European community and how it developed. Europe after WWII The precursors to the EU The key treaties</p> <p><u>How Europe works</u> Understanding the structure of the EU, The role of the different institutions, European elections</p> <p><u>The Euro zone</u> Understanding EU monetary policy and the current issues surrounding it, The debate over the growth and stability pact</p> <p><u>Europe and its citizens</u> Discussion of the "democratic deficit " Consumer protection, competition rules, health</p>

	<p>employment, environment, energy, transport, justice & home affairs</p> <p><u>Defining the role of EU in the world</u></p> <p>EU's relationship with the other world blocks: US, Russia, China, SE Asia etc</p> <p>Presentation & discussion of agriculture, trade, defence, aid, immigration and security policies</p> <p><u>European enlargement</u></p> <p>Awareness of current debate on the future of the EU</p> <p><u>European culture</u></p> <p>Presentation & discussion of cultural/social similarities and differences.</p>
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Research Project 6 ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
<p>The aim of the class is to give the student an opportunity to carry out research on a business topic and to produce a written report which is defended orally at the end of the semester. This research can be done as the basis or foundation for a final year dissertation or thesis in the student's home university.</p> <p>The research project can be done in one or both semesters.</p> <p>The student should choose a subject which is in relation to his/her academic and professional objectives. The project should have a business and international orientation.</p> <p>The student will be required to do preparatory reading and manage his/her time in order to develop a working hypothesis and sufficient analysis.</p> <p>The student should choose a project tutor from the teaching staff who will guide the student throughout the project.</p> <p>The research project should necessarily be creative, original, thorough, precise and verifiable. It must respect Blaise Pascal university requirements and conventions</p>	

International Business 3ECTS	
Undergraduate 3rd year	
Class content	Learning outcomes
Introduction Globalization <ul style="list-style-type: none"> • Multinational enterprises • Geography foundations Countries and regions of the world, Population and geography, Economic development and geography <ul style="list-style-type: none"> • Technology and globalization • Data sources and international research International Trade Policies and Institutions <ul style="list-style-type: none"> • Tools for trade policy Tariffs, Subsidies, Quotas, Local content mandates, Others <ul style="list-style-type: none"> • Purposes of protectionism • Benefits of free trade • History of world trade • Modern world trade (post WWII) Entering International Markets <ul style="list-style-type: none"> • Purposes of expanding into global markets • Entry strategies Exporting/Importing, Licensing/ Franchising, Wholly owned subsidiaries	<ol style="list-style-type: none"> 1. Select and use appropriate sources to gather information and data needed for international business decisions (skills development); 2. Define key international business terms and concepts (content knowledge); 3. Identify how cultural variables affect business (content knowledge and skills development); 4. Discuss the different types of economic, political, and legal systems and their impact on business (content knowledge); 5. Compare and contrast major trade theories and trade policies and their effect on business (content knowledge); 6. Discuss international exchange rates and their effects on global business (content knowledge); and 7. Critically analyze the opportunities and risks associated with international business activities (content knowledge and skills development).

French 1 12 ECTS			
Undergraduate 3rd year			
Class content	Pre-requisites	Knowledge	Skills
This class is designed to help students learn basic French in order to be able to communicate in everyday situations. This class will also enable students to appreciate cultural	No previous knowledge of French is required to attend this class.	Aspects of the French language which will be covered include : <ul style="list-style-type: none"> <input type="checkbox"/> Greeting <input type="checkbox"/> Presenting oneself and introducing others <input type="checkbox"/> Requesting 	<ul style="list-style-type: none"> <input type="checkbox"/> Improving pronunciation <input type="checkbox"/> Building vocabulary <input type="checkbox"/> Understanding basic grammatical structures <input type="checkbox"/> Participating in role-plays <input type="checkbox"/> Discovering French culture through the media

differences between France and their country of origin.		information <ul style="list-style-type: none"> ❑ Following instructions ❑ Understanding and participating in exchanges in everyday situations etc. 	
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French 2 12 ECTS			
Undergraduate 3rd year			
Class content	Pre-requisites	Knowledge	Skills
The aim of this class is to consolidate and develop students' knowledge in everyday French	A basic to intermediate level of French is required for this course. Students having successfully completed the class "Meeting France, meeting French 1" will attend this class	<ul style="list-style-type: none"> ❑ Widening vocabulary ❑ Enabling comprehension of specific details to improve intonation and fluency ❑ Using a variety of grammatical tenses correctly ❑ Increasing confidence as a user of French 	Students will develop skills in the following fields : <ul style="list-style-type: none"> ❑ Reading comprehension ❑ Listening comprehension ❑ Writing ❑ speaking ❑ Knowledge of French civilisation ❑ Knowledge of French culture They will also be introduced to the concept of learning autonomy and to learning French through the media.

French 3 12 ECTS

Undergraduate 3rd year

Class content	Pre-requisites	Knowledge	Skills
<p>The aim of this class is to help students progress in written and oral communication and to master advanced grammatical structures in a variety of contexts.</p>	<p>A strong level of French is required for this course.</p>	<p>Everyday life situations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Oral expression (give your opinion, debate, telling a story, visiting a tourist attraction...) <input type="checkbox"/> Oral comprehension (TV and radio programmes...) <input type="checkbox"/> Written expression (letter writing, academic writing...) <input type="checkbox"/> To increase confidence as a user of French <p>Debate and role-plays</p> <p>Civilisation</p> <ul style="list-style-type: none"> <input type="checkbox"/> Different regions of France <input type="checkbox"/> French history <input type="checkbox"/> French literature 	<p>Students will develop skills in the following fields :</p> <ul style="list-style-type: none"> <input type="checkbox"/> Reading comprehension <input type="checkbox"/> Listening comprehension <input type="checkbox"/> Writing <input type="checkbox"/> speaking <input type="checkbox"/> Knowledge of French civilisation <input type="checkbox"/> Knowledge of French culture <p>They will also be introduced to the concept of learning autonomy and to learning French through the media.</p>