

COURSE CATALOGUE
Exchange Students
Grande Ecole Programme
Bachelor in Business – BIB
Autumn semester 2009
English Track

GROUPE ESC DIJON BOURGOGNE

BP 50 608 – 21006 Dijon Cedex

29 rue Sambin – F – 21000 Dijon

Tel. +33 (0) 380 725 900 – Fax : +33 (0) 380 725 999

E-mail : escdijon@escdijon.eu – Internet : www.escdijon.eu

Chambre de Commerce et d'Industrie de Dijon

Managers :

- Mrs ALBERT-BATT Marie Josée, Dean
- Ms LEFDOU Sanaa, Contact
- Mrs SAOU Elisabeth, Contact

Summary :

1/ Introduction	4
1.1 Product's Description	4
1.2 Prices	4
1.3 ECTS Credits	4
1.4 Important Information	4
2/ Modules	5
BiB - Tronc Commun - (Anglophone) S1 Financial Accounting 1	6
BiB - Tronc Commun - (Anglophone) S1 Business law	7
BiB - Tronc Commun - (Anglophone) S1 Industrial Economics (Economics for Business)	8
BiB - Tronc Commun - (Anglophone) S1 Information & Communication Technologies	9
BiB - Tronc Commun - (Anglophone) S1 Project Management	10
BiB - Tronc Commun - (Anglophone) S1 Introduction to Marketing	11
BiB - Tronc Commun - (Anglophone) S1 Organisational Behaviours	12
BiB - Tronc Commun - (Anglophone) S1 Statistics & Data Processing	13
BiB - Tronc Commun - (Anglophone) S1 Sales fundamentals	15
Français et Culture Culture & Société	16
Français et Culture French culture and society	17
Français et Culture History of France and Burgundy	18
Français et Culture French - Advanced	19
Français et Culture French - Elementary	20
Français et Culture French - Intermediate	21
Français et Culture Intercultural Management and Communication	22

1/ Introduction

1.1 Product's Description

This programme is open to exchange students from partner universities having studied one to two years of Business Studies at undergraduate level. Courses are taught in English and correspond to third year Bachelor level.

1.2 Prices

Free for partner university students

1.3 ECTS Credits

All business modules are worth 2 ECTS

1.4 Important Information

- The course descriptions in this catalog are up-to-date as of 8 June 2009. Some modifications may be made before the beginning of courses in September.
- In the Bachelor in Business program and the Master in Management Level I program, students will only earn credit for a course or module if the grade received is 10 (out of 20) or higher.
- If students fail a module they won't necessarily be able to take a retake exam before they leave. They will either be summoned to an exam the following year or a retake if one is organized but this cannot be guaranteed.

2/ Modules

BiB - Tronc Commun - (Anglophone) S1 Financial Accounting 1

Time volume (in hour): 15 Total student workload: 60

Semester: Automne

Module's Manager: RAIMBAULT Sophie

Pre-requisites: None

Incompatibilities:

Description: During this course students will study accounting : how to collect and to present the financial information of a business : measuring and reporting financial position.

Learning objectives: The aim of this course is to understand that accounting is the language of business. At the end of the session, student should be able read and understand the financial statements of a company

Methodology: Lectures , Exercices

Course description: Written

List of bibliographical references:

BiB - Tronc Commun - (Anglophone) S1 Business law

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: ATTUEL-MENDES Laurence

Pre-requisites: To be part of the English-speaking track

Incompatibilities: non English-speaking students

Description: Explanation of basic juridical knowledge in English business law: legal system, court system, contract law.

Learning objectives: Introduction to business law

Methodology: Teaching language: english, french.

Course description: Aim : to be able of controlling juridical knowledge as a tool allowing to resolve practical problems

List of bibliographical references:

Business law for business and marketing students 760.37 LAW Butterworth Heinemann 1997
LAWSON Richard

Law for business students 750.80 ADA Pearson Education 2006 ADAMS Alix

LEARNING LEGAL ENGLISH : APPRENDRE L'ANGLAIS JURIDIQUE ET LE DROIT ANGLO-SAXON 750 COC Les Editions d'Organisation 1993 COCK Jennifer

BiB - Tronc Commun - (Anglophone) S1 Industrial Economics (Economics for Business)

Time volume (in hour): 15 Total student workload: 60

Semester: Automne

Module's Manager: SOULAS Céline

Pre-requisites: Economics (basic insights, basic concepts)

Incompatibilities:

Description: This course introduce strategies with actualities. Case studies : - theories of firm, agancy theories and governance (airline industry) - structure of market (diamond cartel) - integration and strategies (F&A) - Innovation and biotechnology - Offer and market : wine industry.

Learning objectives: Introduce students to contemporary developments in industrial economics and particularly business economics.

Methodology: PBL Case study Classroom experiments

Course description: Written documents

List of bibliographical references:

BiB - Tronc Commun - (Anglophone) S1 Information & Communication Technologies

(WILL BE COMPLETELY RENEWED IN 2009-10 AND RENAMED "INFORMATION TECHNOLOGY FOR MANAGERS")

Time volume (in hour): 10 Total student workload: 60

Semester: Automne

Module's Manager: LEMAÎTRE André

Pre-requisites: None.

Incompatibilities: None.

Description: • The purpose of the course is to develop participants' 1. awareness and understanding of the role of information technologies in management functions 2. ability to choose and use standard software to process data, yield information, make decisions and communicate • The course is organised on an e-learning programme and basic to advanced exercises so as to favour skills improvement.

Learning objectives: At the end of the course, participants will be able to a) understand ITC stakes and implications in society, ethics, economics, ... b) efficiently use a computer : operating system, network, ... c) efficiently use the internet : web, mail, ... d) efficiently use standard software : word processor, spreadsheet & presentation

Methodology: • E-Learning • Exercises • Coaching

Course description: Participants are evaluated individually on : - their results on the e-learning, et - their results to ECDL tests 1, 2, 3, 4, 6 et 7. The tests are taken on computer.

List of bibliographical references:

You and your computer : the reconciliation

BiB - Tronc Commun - (Anglophone) S1 Project Management

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: LEMAÎTRE André

Pre-requisites: None

Incompatibilities: None

Description: Definition and managerial context of project management · Analysis and integration of change implications · Actors and human aspects of project management · Project specifications · The action plan · Project management

Learning objectives: At the end of the course, participants will be able to [1] analyse a situation of change from a managerial point of view by identifying the consequences relative to the project, the actors and actions to be considered [2] write the specifications, set the objectives and determine resource requirements, draw up the plan and insure its implementation and follow-up [3] manage the human, organisational and technical components of a project

Methodology: Lectures and presentations, personal work and group work, exercises and case study

Course description: • In order to insure the understanding and the assimilation of concepts, methods and issues, students are given at the beginning of the course a set of themes to be studied individually; they will be allowed to refer to their notes to write short essays on one or several themes selected for the final time-constrained exam. • In parallel, groups will carry out a case study in order to evaluate the participants' capability to implement concepts and tools in a situation close to real world.

List of bibliographical references:

BiB - Tronc Commun - (Anglophone) S1 Introduction to Marketing

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: KUHLMANN Christian

Pre-requisites: none

Incompatibilities: none

Description: Introduction into markets, customers and the marketing function

Learning objectives: Students will be able to identify marketing decisions, put them into context, discuss possible problems and set up a general course for action in a company's markets. Also, they will have a command of general definitions and frameworks as well as theory of customer behavior necessary to continue their marketing studies.

Methodology: lecture, Q&A, case studies, groupwork and collective assignments, presentations and discussions

Course description: A combination of evaluation methods will give students a range of opportunities to show their knowledge.

List of bibliographical references:

Marketing management / Ed. 2006 110.55 KOT Pearson Education 2006 KOTLER Philip
Principles of marketing 110.55 KOT Prentice Hall 2001 KOTLER Philip

BiB - Tronc Commun - (Anglophone) S1 Organisational Behaviours

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: SUTAN Angela

Pre-requisites: Basic skills in microeconomics and mathematics

Incompatibilities: none

Description: Course based on experimental methods in economics and psychology : hot (laboratory) experiments, cold (strategy method) experiments, field experiments (as part of a team project). At the end of this course, students will know : That « common sense » is not a research method What are the research methods to study behavior That you have to try to walk in your neighbor's shoes That you should always evaluate the consequences of all interaction between people That we can have an influence on the others What is trust, envy, manipulation, motivation...

Learning objectives: Take into account perceptions about others and about others' perceptions...

Methodology: Experimental lab, field experiments, films

Course description: Field experiment and lab experiments

List of bibliographical references:

BiB - Tronc Commun - (Anglophone) S1 Statistics & Data Processing

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: SUTAN Angela

Pre-requisites: basics in mathematics

Incompatibilities:

Description: This course is relevant for managers because in their everyday work, they are expected to properly and logically collect, present and describe information, to form conclusions about large populations based only on information acquired on limited samples, to obtain good forecasts and to know how to improve managerial processes. Therefore, the structure and the content of this course will be build in order to give them these tools. The learning method will be based on understanding and interpreting concepts and tools, so the use of mathematics and calculations will be kept to a minimum by using the Microsoft Excel package. In addition, students will be familiarized with experimental techniques for data collection. The following issues will be covered in the course: Introduction to statistics for managers and to data collection: what is statistics, the Importance of properly collecting data, identifying sources of data, types of survey, the experimental method, evaluating survey worthiness. Presenting, organising data in tables and charts. Numerical descriptive measures, descriptive summaries, simple overall tools, tendencies and integrity in presenting data. Basic probability concepts. Some laws of distribution with a focus on the normal distribution and approximations. All techniques and cases for confidence interval estimation. Fundamentals of hypothesis testing (the most important parametric, non parametric, one sample and two sample tests) and relations with ethical issues, the power of a test, real and statistical differences. Simple linear regression, types, correlations, estimation, multiple regression, significance of the variables, simple model building. Decision Making, uncertainty, criteria, utility.

Learning objectives: The cours allows to actively and passively making use of statistics and other quantitative methods in managerial decision making. Learning objectives: At the end of the course students should be able to:

- Understand the main issues involved in conducting quantitative or technical research in management.
- Collect clear data and avoid biased survey techniques and design a simple unbiased experiment in decision making.
- Analyse and interpret data by using key quantitative tools.
- Understand group differences and their implications for managerial decisions.
- Use their complete academic skills (research, analysis, synthesis) when conducting a project in order to facilitate decision making or the management of uncertainty and always take into account the technical and quantitative part of a decision problem.
- Critically analyse a concept, a report, an argument.
- Easily use simple technical and quantitative software.
- Take a technical decision independently or cooperatively.
- Communicate effectively their results by using reasoned arguments and facts in a logical way.
- Let the data ethically and with integrity present the facts.
- Formulate and conduct a complete management research project

Methodology: Teaching methods: The teaching hours will consist in a mixture of technical lectures, case study discussions, project work and field statistical work. The technical lectures will give students the opportunity to learn about statistical tools and to understand how and when they should be used by a manager. They will familiarize students with the technical thinking in order to make them able to select the appropriate technical tool when dealing with a decisional problem or to construct it. The case study discussions will help students to deeply understand the use of statistical tools and will form they critical eye in commenting results or managerial reports. The project work will give students the opportunity to put into practice all terms and tools they are learning in a decision problem and will give them the opportunity to exchange within a group and to peer evaluate their knowledge and skills. The field statistical work is closely related to the

project work and will familiarize students with collecting data without biases, choosing the right method, interpreting data and formulate recommendations.

Course description:

List of bibliographical references:

BiB - Tronc Commun - (Anglophone) S1 Sales fundamentals

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: VILLATTE Jean Claude

Pre-requisites: None

Incompatibilities: None.

Description: This module aims to provide students with an understanding of the range of communicative practices that businesses require in order to market their goods and services more effectively. Particular attention is paid to the marketing communication domains of selling/negotiation, advertising and sales promotion. Each session of this module focuses on a small number of important aspects of selling communications activity, e.g. i) the structure of real-life sales/negotiations; ii) describing products and services persuasively; iii) managing customer commitments and obligations; iv) dealing with and resolving non-acceptances and 'objections'; v) the relationship between verbal and non-verbal business communication; vi) the role and impact of silence during real-life negotiations; vii) the importance of the opening and closing phases of sales and negotiations; and viii) establishing rapport and building customer trust.

Learning objectives: On completion of this module, students should be able to: (1) Understand and critically evaluate the main marketing and communicative processes employed by salespeople to sell goods and services. (2) Determine (and academically justify) best practice verbal and nonverbal communication strategies for a diverse range of goods, services and types of communicative situations. (3) Successfully communicate effective marketing related sales communication strategies to other members of an organization.

Methodology: Lectures, classroom discussion, role-play simulations,

Course description: Students will be assessed on the basis of their individual performance (and also their collaborative performance with the party they are negotiating with) in the sales negotiation role-play simulation exercise. The final examination will comprise an extended verbal and nonverbal transcript of a real-life sales negotiation segment. Students will be required to analyse this sequence and answer a variety of questions designed to test their knowledge on the full range of skills and techniques imparted on this course.

List of bibliographical references:

Any general degree level book on selling.

A full bibliography will be given to students at the beginning of this course.

Français et Culture Culture & Société

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: CHAPUIS Claude

Pre-requisites: Aucun

Incompatibilities:

Description: Vie sociale et politique, sociologie de la France. Vie intellectuelle, artistique et spirituelle

Learning objectives: A la fin du module, les étudiants devront être capables de mieux comprendre comment la société française fonctionne, quelles sont les valeurs et les croyances des Français, les caractéristiques qui les distinguent des personnes d'autres pays et quelles sont les différences culturelles entre leur pays et la France

Methodology: Lectures personnelles Cours du professeur et discussion en classe

Course description: Ecrit

List of bibliographical references:

Francoscopie 2005 : pour comprendre les Français : faits - analyses - tendances - comparaisons - 10 000 chiffres 120.82 MER Larousse 2004 MERMET Gérard

La France vue d'en face : l'image de la France analysée et jugée par des étrangers 603 FRI R. Laffont 1990 FRISCHER Dominique

Le nouveau guide France 070 MIC Hachette 1996 MICHAUD Guy

Pas si fous, ces français ! 903 NAD Seuil 2005 NADEAU Jean-Benoît

1990 Peyrefitte (Alain) Le Mal français. Albin Michel.

Français et Culture French culture and society

Time volume (in hour): 15 Total student workload: 60

Semester: Automne

Module's Manager: CHAPUIS Claude

Pre-requisites: None

Incompatibilities:

Description:

Learning objectives: At the end of this module, students will be able to understand the way the French society works, the values and beliefs held by the French, some of the people's idiosyncrasies and cultural differences between their native country and France.

Methodology: Preparatory work: reading assignment Lecture and discussion

Course description: Ecrit

List of bibliographical references:

Bernstein (Richard). Fragile Glory. Plume. 1990 Nadeau (Jean-Benoît) & Barlow (Julie) Pas si fous ces Français Bernstein. Seuil. 2005 Peyrefitte (Alain) The French Evil Platt (Polly) French or Foe? Culture crossings Ltd. London 1994 Zeldin (Theodore) The French

Français et Culture History of France and Burgundy

Time volume (in hour): 15 **Total student workload:** 15

Semester: Automne

Module's Manager: CHAPUIS Claude

Pre-requisites: No special prerequisite

Incompatibilities: None

Description: The main periods of the history of France and Burgundy will be covered from the Antiquity (Gaul and the Gallo-Roman legacy) to the challenges met by France today

Learning objectives: This course aims at giving students an introduction to French history and showing them how the past shaped the present. Special attention will be given to Burgundy, her distinct history until 1477 when it became a province of the kingdom of France and her specificity in the country. The teacher will stress the elements which are typical of the French civilization, of the political and cultural heritage as well as of the economic and cultural influence of Burgundy.

Methodology:

Course description: Students will be asked to have a good general grasp of french history but the course is not about learning facts and dates by heart. Students will have to demonstrate their ability to understand the country's major historical trends which still affect today's policy.

List of bibliographical references:

Roger Price, A concise History of France. Second Edition. Cambridge University Press
Johan Huizinga, The Waning of the Middle Ages, Penguin 1985
Thomas Jefferson, Diaries (selections) Bookcrafter, Chelsea, Michigan, 1987
R Furter & JM Lafond. Ovest-France. 1990

Français et Culture French - Advanced

Time volume (in hour): 45 Total student workload: 90

Semester: Automne

Module's Manager: CHAPUIS Claude

Pre-requisites: Bon niveau de français intermédiaire déterminé par un test.

Incompatibilities:

Description: Découverte du français comme langue de communication et langue des affaires. Approfondissement de la connaissance du comportement, de la culture et de la civilisation du pays

Learning objectives:

Methodology: Ce cours se caractérise par l'interactivité. Utilisation d'Articles de journaux, livres de textes, vidéo. Explications grammaticales par le professeur. Jeux de rôles et débats.

Course description: Ecrit

List of bibliographical references:

Le français des affaires par la vidéo : livre de l'étudiant 901 NIN Didier / Hatier 1993 NINAN Claude Le

Le français pour la profession 901 DAM Hueber / Larousse 1991 DAMBLEMONT Armelle

Le Français pour la profession : cahier d'exercices 901 DAM Hueber / Larousse 1992 DAMBLEMONT Armelle

Français et Culture French - Elementary

Time volume (in hour): 45 **Total student workload:** 90

Semester: Automne

Module's Manager: CHAPUIS Claude

Pre-requisites:

Incompatibilities:

Description: Surviving with basic French

Learning objectives: The general objective at this level is to develop communication skills which will enable the student to cope with the simple situations he/she may encounter.

Methodology: The themes are illustrated by examples from French and international social, political and economic life. Media used: press, radio, video The acquisition of this know-how is carried out according to the capacity and needs of the students.

Course description: Ecrit

List of bibliographical references:

Grammaire : 350 exercices - Niveau moyen 907 DEL Hachette F.L.E. 1996 DELATOUR Y.

Grammaire du français : cours de civilisation française de la Sorbonne 907 DEL Hachette F.L.E. 1991 DELATOUR Y.

Français et Culture French - Intermediate

Time volume (in hour): 45 **Total student workload:** 90

Semester: Automne

Module's Manager: CHAPUIS Claude

Pre-requisites: To have a good level of elementary French. (The level is determined by a test.)

Incompatibilities:

Description: Survival french for real life situations. Discussions with the French

Learning objectives:

Methodology: Reading little texts, role plays, debates. Oral comprehension exercises. A lot of interactivity with the teacher as the group of learners is limited to 15 students.

Course description: Ecrit

List of bibliographical references:

Café Crème 2 : méthode de français 905 BAR Hachette livres 1998 BARAONA Geneviève

Civilisation progressive du français avec 400 activités : niveau intermédiaire 903 STE Nathan /
CLE international 2004 STEELE Ross

Grammaire du français : cours de civilisation française de la Sorbonne 907 DEL Hachette F.L.E.
1991 DELATOUR Y.

Français et Culture Intercultural Management and Communication

Time volume (in hour): 15 **Total student workload:** 60

Semester: Automne

Module's Manager: RENARD Patrick

Pre-requisites: None

Incompatibilities: none

Description: foreign culture and communication

Learning objectives: make the students more communicative in a foreign country and team building

Methodology: Lectures, role plays, case studies, oral presentations

Course description:

List of bibliographical references:

