

COURSE CATALOGUE
Exchange Students
Grande Ecole Programme
Master In Management (Level II) MIM2 –
Autumn Semester 2009
English Track

Summary:

1/ Introduction	3
Product's Description	3
Prices	3
ECTS Credits	3
2/ Modules	4
Core Courses :	5
Business Ethics - Automne	5
Corporate Governance - Automne	5
Strategic management - Automne	6
Concentrations :	7
European Affairs - Minor	7
International Business - Minor	8
European Affairs - Major	9
International Business - Major	10
Foreign Languages and Cultures Courses	11
Culture & Société - Automne	11
French - Advanced - Automne	11
French - Elementary - Automne	11
French - Intermediate - Automne	11
French culture and society - Automne	12
History of France and Burgundy - Automne	12

1/ Introduction

Product's Description

Ce programme est destiné aux étudiants en échange des universités partenaires ayant obtenu une licence dans un domaine de gestion. Les cours sont en anglais et correspondent à la 2ème année du Master (M2). Ils sont validés par 4 crédits ECTS.

This programme is open to exchange students having completed a Bachelor's degree in a Business related subject. Courses are taught in English and correspond to Master 2 level. Each course is worth 4 ECTS.

Prices

Free for exchange students from our partner universities

ECTS Credits

Each course is worth 4 ECTS

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

Core Courses :**Business Ethics - Automne****Language of instruction:** English**Prerequisites:****Content:**

Developing students critical judgment and helping them to understand their responsibilities as managers within different cultural contexts. This course aim at studying the Principles of professional conduct, the Reputation effects and governance connected to Finance and accounting conducts and Corporate management. Also, Ethics, Culture and Firms towards Identities will be studied such as Internal Aspects: The Cultural and Gender Difference in the Workplace and External Aspects: International Business and Indigenous Peoples. Moreover, concerning the Environment, this course explore the Concepts interactions : ethics, sustainable development, corporate social responsibility and the managerial issues of the green company. Finnaly, we will investigate the Trust and Ethics with Trust building Strategies and specific Case studies.

Course Leader: GALIA Fabrice**Semester:** Autumn**Total Study Time:** 60 hours**References:****Corporate Governance - Automne****Language of instruction:** English**Prerequisites:** none**Content:**

The aim is to understand what is meant by corporate governance. Two theoretical approaches will be used : disciplinary and cognitive. Different mechanisms will be studied. The relation between Governance and social responsibility will be another theme of this course.

- Board of Directors (disciplinary role, cognitive role, national specificities, different types of committees) - Large shareholders (shareholders rights, shareholders' meeting, family business firms, employees shareholders) - Managerial market (CEO's selection and replacement, CEO's compensation systems) - Takeovers market (disciplinary role, cognitive role) - governance and corporate social responsibility - ethics and governance of microfinance institutions - CSR and suppliers choice Vigeo rating.

Course Leader: ALLEMAND Isabelle**Semester:** Autumn**Total Study Time:** 60 hours**References:** - Kenneth A. K., Nofsinger J.R., Corporate Governance, Prentice Hall, 2nd eds., 2006 - 630 KIM - Salmon W.J., Lorsch (J.W., Donaldson G., Harvard Business Review on Corporate Governance, Harvard Business School Press, 2000 - 630 HAR

Strategic management - Automne**Language of instruction:** English**Prerequisites:****Content:**

The lecture describes and studies the four stages of the strategic management process: strategic diagnosis; strategy formulation; strategy implementation focused on communication; control and evaluation of strategy. A case study provides students with the opportunity of performing each stage, and of taking the ownership of concepts and tools by doing.

Strategic diagnosis - Strategic positioning: mission statement, strategic orientations, selection of resources and actions plans - communication strategy - control and evaluation of strategy

Course Leader: TRUCHE Marcel**Semester:** Autumn**Total Study Time:** 60 hours**References:**

Concentrations :**European Affairs - Minor****Language of instruction:** English**Prerequisites:****Content: The minor is composed of 4 courses (exchange students can register to each separate course)****Module 1 : EUROPEAN ECONOMY**

1. Introduction to European economies
2. European economic integration: background, rationale, stages and current situation
3. Western vs. Central and Eastern Europe: the enlargement challenge
4. Europe and the world: the globalisation challenge
5. Europe's future in a crisis context

Module 2 : INDUSTRIAL RELATIONS AND LABOUR LAW IN EUROPE

1. Introduction: industrial relations systems in Europe
2. Individual labour law in various European countries
3. Collective labour law in various European countries
4. European and international labour law (1)
5. European and international labour law (2)

Module 3 : INTERNATIONAL MONEY AND CURRENCY – A EUROPEAN PERSPECTIVE

1. Background and history of European monetary integration
2. Monetary policy in the Eurozone
3. Exchange rate policy in the Eurozone
4. The Eurozone and its consequences
5. Elements of Monetary Institutions and Markets

Module 4 : EUROPEAN UNION AFFAIRS – A BUSINESS PERSPECTIVE

1. The European Union: purpose, institutions and laws
2. The Single European Market
3. The European Competition Policy, the competitiveness issue
4. The European Trade Policy, other aspect of external relations
5. The European Regional Policy, other structural policies

Concentration Leader: DITTER Jean-Guillaume**Semester:** Autumn**Total Study Time:** 240 hours

International Business - Minor

Language of instruction: English

Prerequisites:

Content: The minor is composed of 4 courses (exchange students can register to each separate course)

Module 1 : ENVIRONMENT OF THE INTERNATIONAL MANAGER

1. Definition, components and main evolution trends of the international business environment
2. The global dimension: globalization, opportunities and risks
3. The regional dimension: the case of European integration
4. .The national dimension: a business system analysis
5. .Syntheses, conclusions and developments

Module 2 : INTERNATIONAL MARKETING

1. Introducing the macroenvironment and the internationalisation decision
2. Principal entry and market development modes and their respective challenges; targeting, segmentation
3. 4 Ps in international and global perspective
4. Distribution and promotion in international and global perspective; new issues and trends

Module 3 : MULTINATIONAL CORPORATION'S FINANCE 1: FINANCIAL MANAGEMENT

1. Understanding financial statements of MNC's, accounting principles of consolidated data, basic notions of IFRS & US GAAP principles
2. Financial analysis of MNC's corporations
3. Introduction to international risk

Module 4 : INTERNATIONAL MANAGEMENT COMPETENCIES

1. Develop behavioural and technical business skills
2. Identify the influence of cross-cultural factors on interpersonal dynamics
3. Select appropriate management and leadership styles given cultural constraints
4. Decide upon appropriate and credible problem analysis and decision-making strategies

Concentration Leader: PICCARDI Patrice

Semester: Autumn

Total Study Time: 240 hours

European Affairs - Major

Language of instruction: English

Prerequisites:

Content: The major is composed of 4 courses (exchange students can register to each separate course)

Module 1 : INTERNATIONAL MARKETING MANAGEMENT – A EUROPEAN PERSPECTIVE

1. Introduction to global marketing
2. Introduction to the PBL method
3. Assessment centre
4. Assessment centre; intermediate presentation
5. Final presentation and debriefing

Module 2 : CROSS CULTURAL MANAGEMENT – A EUROPEAN PERSPECTIVE

1. Stereotyping, Basic assumptions
2. Cross-cultural management theories (Hall, Hofstede)
3. General strategy and organisational concepts
4. HRM in different European countries
5. The international manager

Module 3 : INTERNATIONAL FINANCIAL MANAGEMENT – A EUROPEAN PERSPECTIVE

1. Introduction to International/European Finance
2. European Financial Systems
3. European Financial Integration
4. European Financial Management: Futures
5. European Financial Management: Options

Module 4 : MANAGING BUSINESS OPERATIONS IN EUROPE (PROJECT)

1. Introduction to international business operations
2. Project coaching (1)
3. Project coaching (2)
4. Project coaching (2)
5. Project presentation

Concentration Leader: DITTER Jean-Guillaume

Semester: Autumn

Total Study Time: 240 hours

International Business - Major

Language of instruction: English

Prerequisites:

Content: The major is composed of 4 courses (exchange students can register to each separate course)

Module 1 : GLOBAL MARKET DEVELOPMENT : INTERNATIONAL MARKETING 2

1. Introduction to the PBL method
2. The marketing mix in a global context
3. Assessment centre
4. Assessment centre; intermediate presentation
5. Final presentation and debriefing

Module 2 : MULTINATIONAL CORPORATIONS FINANCE 2 : FINANCIAL STRATEGY

This course consists in an advanced understanding of financial decisions in an international context (pre-requisite : finance 1 or equivalent). The following topics will be dealt with :

1. International financial context : international financial markets' integration (globalization & integration), financial innovation : derivative instruments and securitization (CDO, CDS, ...), international financial crisis risks
2. International financial risk management : identifying main international risks (foreign exchange, interest rate, economic and political risk), hedging techniques
3. Financing international development strategy (capital financing on international markets, short term financing, counterparty risk management)

Module 3 : GLOBAL MARKETING STRATEGY

1. New product development or brand extension
2. strategy formulation
3. marketing plan with marketing mix
4. Strategic marketing plan

Module 4 : INTERNATIONAL LAW

1. International Legal system
2. International Trade Law
3. Contract Law
4. International intellectual property law

Concentration Leader: PICCARDI Patrice

Semester: Autumn

Total Study Time: 240 hours

Foreign Languages and Cultures Courses

Culture & Société - Automne

Language of instruction: In the language the syllabus is written or linked to the module specificities

Prerequisites: Aucun

Content:

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

Course Leader: CHAPUIS Claude

Semester: Autumn

Total Study Time: 60 hours

References: Francoscopie 2005 : pour comprendre les Français : faits - analyses - tendances - comparaisons - 10 000 chiffres. La France vue d'en face : l'image de la France analysée et jugée par des étrangers. Le nouveau guide France. Pas si fous, ces français !.

French - Advanced - Automne

Language of instruction: In the language the syllabus is written or linked to the module specificities

Prerequisites: Bon niveau de français intermédiaire déterminé par un test.

Content:

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

Course Leader: CHAPUIS Claude

Semester: Autumn

Total Study Time: 90 hours

References: Le français des affaires par la vidéo : livre de l'étudiant. Le français pour la profession. Le Français pour la profession : cahier d'exercices.

French - Elementary - Automne

Language of instruction: In the language the syllabus is written or linked to the module specificities

Prerequisites:

Content:

Surviving with basic French

Course Leader: CHAPUIS Claude

Semester: Autumn

Total Study Time: 90 hours

References: Grammaire : 350 exercices - Niveau moyen. Grammaire du français : cours de civilisation française de la Sorbonne.

French - Intermediate - Automne

Language of instruction: In the language the syllabus is written or linked to the module specificities

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

Content:

Survival french for real life situations. Discussions with the French

Course Leader: CHAPUIS Claude

Semester: Autumn

Total Study Time: 90 hours

References: Café Crème 2 : méthode de français. Civilisation progressive du français avec 400 activités : niveau intermédiaire. Grammaire du français : cours de civilisation française de la Sorbonne.

French culture and society - Automne

Language of instruction: In the language the syllabus is written or linked to the module specificities

Prerequisites: None

Content:

Course Leader: CHAPUIS Claude

Semester: Autumn

Total Study Time: 60 hours

References:

History of France and Burgundy - Automne

Language of instruction: In the language the syllabus is written or linked to the module specificities

Prerequisites: No special prerequisite

Content:

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

Course Leader: CHAPUIS Claude

Semester: Autumn

Total Study Time: 15 hours

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. Ouest-France. 1990