

**COURSE CATALOGUE**  
**Exchange Students**  
**Grande Ecole Programme**  
**Master In Management (Level I) - MIM1**  
**Autumn semester 2009**  
*German Track*

**GROUPE ESC DIJON BOURGOGNE**

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## 1/ Introduction

### 1.1 Product's Description

This programme is open to exchange students from partner universities having studied at least two years of Business Studies at undergraduate level. Courses are taught in German and correspond to Master 1 level. Each course is worth 4 ECTS credits.

### 1.2 Prices

Free for exchange students from our partner universities

### 1.3 ECTS Credits

Each business course is worth 4 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**

## **MiM1 - Tronc Commun - (Germanophone) S1 Communication Strategies**

**Time volume (in hour): 21    Total student workload: 60**

**Semester:** Automne

**Module's Manager:** BRATU Diana

**Pre-requisites:**

**Incompatibilities:**

**Description:**

**Learning objectives:**

**Methodology:** Teaching language : english, french, spanish, german

**Course description:**

**List of bibliographical references:**

Le publicitor 150.55 LEN Dalloz 2001 LENDREVIE Jacques

Marketing management / Ed. 2008 110.55 KOT Pearson Education 2008 KOTLER Philip

Pentacom. Communication : théorie et pratique 150.55 MAL Campus Press 2005 MALAVAL  
Philippe

## **MiM1 - Tronc Commun - (Germanophone) S1 Company law**

**Time volume (in hour): 21    Total student workload: 60**

**Semester:** Automne

**Module's Manager:** ATTUEL-MENDES Laurence

**Pre-requisites:** None

**Incompatibilities:**

**Description:** The aim of this module is to develop a knowledge and understanding of the economic function of the company as a legal structure for business. This course gives students a comprehensive grasp of company law. It looks at both the internal and external rules which have been designed to allow companies to function. Thus, it explores how a company operates, how it is formed, the different types of business associations, reorganisations, winding-up and capital.

**Learning objectives:**

**Methodology:** Teaching language : english, french, spanish, german

**Course description:**

**List of bibliographical references:**

Gesellschaftsrecht schnell erfasst, Michael Neu Principios de derecho Mercantil, Fernando Sánchez Calero

Law for business students 750.80 ADA Pearson Education 2006 ADAMS Alix

## **MiM1 - Tronc Commun - (Germanophone) S1 Financial analysis**

**Time volume (in hour): 21 Total student workload: 60**

**Semester:** Automne

**Module's Manager:** SINAPI Christine

**Pre-requisites:** Basis of finance (value creation principles) and General accounting

**Incompatibilities:**

**Description:** This course aims at developing financial skills and methodology required to any corporate manager. This implies in particular being able to formulate a diagnosis as regards to the financial results of a business, and on its ability to create value; the main themes includes : - Evaluating its default risk - Evaluating its profitability - Establishing recommendations - Presenting and explaining the overall diagnosis This lecture is based on case studies. - Financial and economic profitability, financial leverage effect - default risk - value creation - financial diagnosis

**Learning objectives:** Acquire technical and theoretical skills : value creation (book value, market value, market ratios); profitability ratios (ROE, RONA and Dupond's breakdown of RONA, leverage effect), risk assessment tools (solvability and liquidity ratios, cash flow statement). Acquire and implement methodological skills : financial analysis methodology. Develop managerial capabilities : analysis and diagnosis; synthesis and oral qualities.

**Methodology:** Teaching language : english, french, spanish, german Individual preparatory work : reading the reference book; exercises and self correction on technical elements (e-learning); Case studies preparation (executive summary). Course session : lecture and theoretical presentations by the professor; case study discussion & simulations.

**Course description:**

**List of bibliographical references:**

Principles of corporate finance : international edition / 9th ed. 310.55 BRE McGraw-Hill 2008  
BREALEY Richard A.

## MiM1 - Tronc Commun - (Germanophone) S1 Geopolitics

**Time volume (in hour):** 21    **Total student workload:** 60

**Semester:** Automne

**Module's Manager:** SANDERS Paul

**Pre-requisites:**

**Incompatibilities:**

**Description:** An introduction to the tools and applications of the geopolitical method is followed by an in-depth treatment of causes, effects and significance of geopolitical problems. A slight emphasis is laid on resource conflicts, NGO activities, the former Soviet Union Africa and China.

**Learning objectives:** At the end of this module students should be capable of formulating coherent comprehensive and informed opinions with regard to the stakes of international politics. In addition, they should be able to apply this skill to the challenges faced by companies operating in an international environment, replete with risks and opportunities. Particular attention will be paid to power relationships and the relations between governments and states. New geopolitical phenomena linked to the rise to prominence of NGOs, media and international companies will be integrated.

**Methodology:** Teaching language : english, french, spanish, german Critical pedagogy based on helping students to open up their minds and think by themselves. Debates Presentations Team work on chosen topics

**Course description:** - 3 QCMs (Anglo) - Individueller Beitrag 55%, Gruppenbeitrag 45% (Germano) - Individual assessment, Dossier (Hispano)

**List of bibliographical references:**

Samuel P. Huntington, 'The Clash of Civilizations?', Foreign Affairs, Summer 1993 <http://history.club.fatih.edu.tr/103%20Huntington%20Clash%20of%20Civilizations%20full%20text.htm> Ewan A Anderson, 'Geopolitics: International boundaries as fighting places' China Vs The U.S. - The Battle For Oil (1 to 5) <http://criticaldocs.wordpress.com/2008/06/22/china-vs-the-us-the-battle-for-oil-2007/> Russian Oil and Gas Challenges, CRS report for Congress, 2007 <http://www.fas.org/sgp/crs/row/RL33212.pdf> Constantine Arvanitopoulos, The Geopolitics of Oil in Central Asia, <http://www.hri.org/MFA/thesis/winter98/geopolitics.html> Syed Adnan Ali Shah, 'Geopolitics of the Caspian sea region: a Russian perspective', [http://www.issi.org.pk/journal/2002\\_files/no\\_1/article/4a.htm](http://www.issi.org.pk/journal/2002_files/no_1/article/4a.htm) Saakashvili as a propaganda phenomenon <http://en.rian.ru/analysis/20080811/115963702.html> The CNN Effect: Georgia Schools Russia in Information Warfare <http://exiledonline.com/the-cnn-effect-georgia-schools-russia-in-information-warfare/#more-291> "Kremlin failed by keeping Western journalists away", interview of Seamus Milne, The Guardian, on Russia Today, August 2008, <http://www.youtube.com/watch?v=RqH-tdu3Duc> Live interview with Amanda Kokoeva, Fox News, August 2008, <http://www.youtube.com/watch?v=H8Xl2Chc6uQ&feature=related> John Pilger - The New rulers of The World <http://video.google.com/videoplay?docid=-7932485454526581006> Parag Khanna on The Second World <http://www.youtube.com/watch?v=6CJHHIP1EWE&feature=related>

## **MiM1 - Tronc Commun - (Germanophone) S1 International Human Resources Management**

**Time volume (in hour):** 21    **Total student workload:** 60

**Semester:** Automne

**Module's Manager:** REMOUSSENARD Catherine

**Pre-requisites:** None

**Incompatibilities:** None

**Description:** This course is a beginners's course in Human Resource Management. It aims to prepare students becoming employees in international firms (giving them knowledge on their rights and duties) and managers in charge of a team (giving them skills on operational human resource management).

**Learning objectives:** Understand Human Resource Management

**Methodology:** Teaching language : english, french, spanish, german Pragmatic approach

**Course description:** Pragmatic approach with cases studies

**List of bibliographical references:**

International human resource management 510.55 DOW Thomson Learning 2004 DOWLING Peter J.

## **MiM1 - Tronc Commun - (Germanophone) S1 Management control - budgetary control**

**Time volume (in hour): 21 Total student workload: 60**

**Semester:** Automne

**Module's Manager:** ERNULT Joël

**Pre-requisites:** Financial Accounting, Managerial Accounting

**Incompatibilities:**

**Description:** Introduction to Management control and internal audit. Introduction to budgeting: planning and budgeting; budgetary control and variance analysis. Behavioural aspects and conclusion.

**Learning objectives:** At the end of this module, students will be able to: 1) understand the role of management control and of internal audit in the organisation. 2) understand the principles of planning, budgeting and controlling. 3) know the key methods of planning and budgetary control. 4) establish a budget and comment the results of a variance analysis.

**Methodology:** Teaching language : english, french, spanish, german \*Class session: lecture by the professor, correction of exercises, case studies and discussion. Student's personal work: reading documents, seeking additional information, preparing exercises and cases before each session

**Course description:** Group work: case studies. Quizzes. Written examination.

**List of bibliographical references:**

Management and Cost Accounting, Ch. T. Horngren, A. Bhimani, G. Foster, S.M. Datar, Prentice Hall, 2005. 330.57 HOR

## MiM1 - Tronc Commun - (Germanophone) S1 Marketing mix strategy

**Time volume (in hour):** 21    **Total student workload:** 60

**Semester:** Automne

**Module's Manager:** COGAN Laurence

**Pre-requisites:**

**Incompatibilities:**

**Description:** Course Philosophy- Marketing creates value for customers by focusing on the long-run relationship as well as on short-run sales. This course emphasizes the role of what is traditionally called the “marketing mix” or the “4 P’s - product, price, promotions (communication) and place (distribution) - in creating value for customers, which in turn creates value (revenue and profit streams) for owners, shareholders and employees. The course also highlights the interrelatedness of the different elements of the marketing mix.

**Learning objectives:** Course Objectives- At the completion of the course, students should be able to: 1. Define the marketing concept and its shift from transaction-based to relationship marketing. 2. Be able to conduct a marketing audit of a company/brand 3. Identify the different components of the marketing environment. 4. Define the concept of product, product policy and product life cycle. 5. Explain the concept of pricing and approaches to price setting. 6. Describe the marketing channels and the major channel strategy decisions. 7. Describe the communication process, the promotional mix and effectiveness. 8. Contribute efficiently in a marketing project. 9. Accomplish oral and written communications skills through reports and presentations.

**Methodology:** Teaching language : english, french, spanish, german Teaching Methods- The teaching approach, based on a balanced approach, gives students not only theoretical enrichment but also practical enlightenment. It contains class lectures, interactive class discussion, students’ presentation and coaching and showing of appropriate films illustrating the concepts.

**Course description:** Course Evaluation- This is a work-oriented course. Your ability to creatively think, solve problems and to conduct a thorough analysis will have a significant influence on your grade. Thus, your final grade will be jointly based on learning of theoretical concepts and project work. Course Work 50%, Final Exam 50% I am highly concerned, but not responsible for your future projects. I will not accept any request concerning a specific grade in my course, because you need a certain global average for you further educative or professional goals.

**List of bibliographical references:**

## MiM1 - Tronc Commun - (Germanophone) S1 Strategic Analysis

**Time volume (in hour):** 21    **Total student workload:** 60

**Semester:** Automne

**Module's Manager:** REBOUD Sophie

**Pre-requisites:** none

**Incompatibilities:** none

**Description:** Introductory course in strategy

**Learning objectives:** Knowing the main strategic tools - Using these tools to conduct a diagnosis - Knowing how to collect and analyse information on a company or sector - Being able to identify a company's specific problem from the study of a case - Getting used to work in team - Developing an analytical and synthetic mindset, getting used to oral presentations

**Methodology:** Teaching language : english, french, spanish, german Problem based learning: Using simple situations illustrating a limited number of problems to be solved , students work in groups to identify the main issue, document and treat the given problem

**Course description:** Test the knowledge and the know how thanks to the case study Practise the oral presentation Test final acquisitions thanks to the final exam (individual case study, 3 hours)

**List of bibliographical references:**

Exploring corporate strategy : text end cases / Ed. 2006 620 JOH Prentice Hall 2006 JOHNSON Gerry

(620 JOH) JOHNSON, Gerry & SCHOLES, Kevan (2002) "Exploring corporate strategy: text and cases" 6th Edition, Prentice Hall (620 THO) THOMPSON John L (2002) "Understanding corporate strategy", Thomson Learning

## 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:**

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

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

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

## **Français et Culture French - Advanced**

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

**Semester:** Printemps

**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 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 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:**

