

MSC

SPECIALISATION in

**International
Business
Development**

Programme : 2011/2012

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MSc IBD

Objectives 2011/2012

International Business Development is all about strengthening relationships with existing clients, whilst identifying new customers in new markets.

Companies are looking for people with skills in different areas to take advantage of future opportunities.

The programme privileges :

- The development of commercial and managerial skills
- The placing of concepts, methods and tools specific to commercial development, within the framework of studies and professional experience training
- The application of commercial strategies
- The management of sales performance and trade support.

The International Business Development programme prepares managers in commerce and trade able to :

- Analyse an ever changing environment
- Identify and exploit opportunities
- Define a commercial development strategy
- Elaborate plans of action and implement
- Manage businesses and people
- Raise best performance levels

Simon Mitchell, October 2011

General Planning 2011/2012

Module	The Fundamentals of Management	Specialized Program in International Business Development	Professional experience Internship Professional Thesis
Dates	October 10th 2011 to January 6th 2012	January 9th to May 25th 2012	Internship 6 months
Credits	32 ECTS	32 ECTS	32 ECTS

**Minimum required to obtain
the MSc in International Business Development
90 ECTS Credits
(out of 96)**

Faculty & Professionals – 2011/2012

Modules	Modules Coordinators	Teaching Staff
PROGRAM COORDINATOR	SIMON MITCHELL – Associate Professor	
PERSONEL FOLLOW UP/ ACADEMIC REPORTS, THESIS	SIMON MITCHELL	Simon Mitchell– Associate Professor
MARKETING AND TRADE	SIMON MITCHELL	<ul style="list-style-type: none"> • Christophe Bénaroya - Associate Professor • Jean-Michel Ranchon - Associate Professor • Jacques Pons - Associate Professor
INTERNATIONAL TAXATION AND LAW	FABRICE BIEN	<ul style="list-style-type: none"> • Dominique Andrieux - Associate Professor • Isabelle Butelot - Associate Professor • Nathalie Boyer – Associate Professor • Jeremy Cardenas & Siv-Huri Ou – Associate Professor • Delphine Sauvebois-Brunet – Associate Professor • Iaroslava Querin – Associate Professor • Corine N’Guyen – Associate Professor
SALES MANAGEMENT	PASCAL BRASSIER	<ul style="list-style-type: none"> • Pascal Brassier – Faculty Member
E-BUSINESS	SIMON MITCHELL	<ul style="list-style-type: none"> • Jean-Baptiste Gallié – Faculty Member • Kevin Metz – Faculty Member
INTERNATIONAL BUSINESS TECHNIQUES AND NEGOCIATION	SIMON MITCHELL	<ul style="list-style-type: none"> • Vincent Gimet - Associate Professor • Geoff Heels - Associate Professor
INTERNATIONAL BUSINESS DEVELOPMENT STRATEGY	SIMON MITCHELL	<ul style="list-style-type: none"> • Vincent Gimet– Associate Professor • Ricardo Acosta– Associate Professor • France Ales– Associate Professor • Christian Lingeman– Associate Professor • Marc Meynardi– Associate Professor • Jean-Michel Ranchon– Associate Professor
RISK MANAGEMENT	JOELLE RANDRIAMIARANA	<ul style="list-style-type: none"> • Stéphane Maurette – Associate Professor
INTERNATIONAL WEEK	INTERNATIONAL OFFICE	<ul style="list-style-type: none"> • See list of possible courses
FOREIGN LANGUAGES AND CULTURES	KEVIN METZ CLAIRE HUBERT-GOUASDON	<ul style="list-style-type: none"> • Kathleen Marker – Associated Professor • Sheena Bruet- Patel – Associated Professor • Claire HUBERT-GOUASDON - Associated Professor
BUSINESS DEVELOPMENT PROJECT	CHRISTIAN LINGEMAN	<ul style="list-style-type: none"> • Christian Lingemann

Business Negotiations

Program : 2011/2012	ECTS credits :	Duration :	Academic Directors :	Code :
MSc International Business Development	2	18 h	Simon Mitchell	MF10BH2-00

LECTURER	Jean-Michel Ranchon - Associate Professor Consultant in International Business Development
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OBJECTIVES AND PROGRAM	<p>To know how to negotiate and sell is fundamental nowadays, in every circumstances of your professional and personal life: convincing a firm to recruit you or co-workers to participate on your project, acquiring a new customer, etc.</p> <p>These techniques will be applied in different situations: to sell your competences, a collective project, a professional service, a product to consumers, etc. In consequence, it's designed for every student who has a various relationship environment in his (her) professional life.</p> <p><u>Competencies to be acquired</u></p> <ul style="list-style-type: none"> • Identifying the elements of a negotiation and/or selling situation • Knowing the key stages of a process of trade negotiation • Using the necessary tools to win a negotiation: <ul style="list-style-type: none"> ○ Preparing the negotiation ○ Discovering your partner, and his (her) needs and expectations ○ Your elocution abilities ○ Questioning and reformulating techniques ○ Handling objections ○ Closing the negotiation
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TEACHING METHODS	This course is built like a professional training. It is designed to help students to acquire the operational bases about sales methods, used in different professional situations. In consequence, the quality of the course depends in particular on the implication of each student. The teacher expects from them a regular and sustained work during those three days.
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METHOD OF ASSESSMENT	Balancing (%)	Date	Nature of the evaluation
Participation and assiduity	20	Days 1 to 3	Bonus-malus depending on participation and assiduity
Exercises	80	Days 1 to 3	Quality of documents and oral performance during the exercises

LANGUAGE	English
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BIBLIOGRAPHY	<p>Available in the ESC Documentation Centre:</p> <p>Fc210 - The fundamentals of business to business. Sales and marketing, COE John M., McGRAW-HILL, 2003, 240 p.</p> <p>Fc166 - Selling and sales management, JOBBER David, LANCASTER Geoff, PITMAN PUBLISHING, 1997, 427 p.</p> <p>Fc191 - Beyond negotiation: redeeming customer-supplier relationship, CARLISLE John A., PARKER Robert C., JOHN WILEY, 1989, 188 p.</p> <p>La71 - Successful negotiation. How to create a win-win, MADDOX Robert. B., KOGAN PAGE, 1988, 83 p.</p> <p>Fc167 - Selling: principles, practice and management, COOPER Simon PITMAN PUBLISHING, 1996, 318 p.</p> <p>Fc127 - How to master the art of selling, HOPKINS Tom, GRAFTON, 1983, 364 p.</p> <p>La104 - Harvard Business Review on negotiation and conflict resolution, COLLECTIF, HARVARD BUSINESS REVIEW, 2000, 228 p.</p> <p>Df393 - International business negotiations, GHAURI Pervez N., USUNIER Jean-Claude, ELSEVIER SCIENCE, International business and management series; PERGAMON, 1996, 437 p.</p>
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Strategic and Operational Marketing

Program : 2011/2012		ECTS credits :	Duration :	Academic Directors :	Code :
MSc International Project Management & MSc International Business Development		1	12 h	Simon Mitchell	MFIOBM2-00
LECTURER	Jean-Michel Ranchon - Associate Professor Consultant in International Business Development				
OBJECTIVES AND PROGRAM	<p>Day 1 : (6 hours) Objective : To master the development of a Marketing strategy</p> <p>Segmentation – Targeting – Positioning</p> <p>The different marketing strategies</p> <p>Personal work, research on Internet, mini , training case-studies, exercises (6 hours)</p> <p>Day 2 : (6 hours) Objective: To be able to elaborate a Marketing plan and to control the results</p> <p>What is a marketing plan and how to elaborate it</p> <p>The different aspects of marketing control</p> <p>Personal work, research on Internet, mini , training case-studies, exercises (6 hours)</p>				
TEACHING METHODS	Lecture, mini—cases and exercises in teamwork , personal research on Internet				
METHOD OF ASSESSMENT	Individual assessments : a case study to be provided 2 weeks after the end of the module				
LANGUAGE	English				
BIBLIOGRAPHY	<p>“ Marketing Management” by Ph. Kotler, K Keller, Delphine Manceau & Bernard Dubois Pearson Education 2010 –13th edition</p> <p>Available in Centre de Documentation et d'Information:</p> <ul style="list-style-type: none"> - Consumer behaviour and marketing strategy/ PETER Paul J.; OLSON Jerry C... IRWIN, 1996 - European journal of marketing. Trust: current thinking and future research/ ARNDT David C.; WILSON David. EMERALD, 2007 - Harrap's marketing. Dictionnaire Anglais/Français. Français/Anglais/ STEVENSON Anne. CHAMBERS HARRAP PUBLISHERS, 1999 - International marketing strategy: analysis, development and implementation/ PHILIPS Chris; DODDLE Isobel; LOWE Robin. ROUTLEDGE, 1994 - International marketing strategy/ BRADLEY Frank; PRENTICE HALL, 2006 - Marketing: concepts and strategies/ PRIDE William M.; FERRELL O.C... HOUGHTON MIFFLIN COMPANY, 1999 - Services marketing. People, technology, strategy/ LOVELOCK Christopher; WIRTZ Jochen. PEARSON EDUCATION, 2003 				

Marketing B to B

Program : 2011/2012		ECTS credits :	Duration :	Academic Directors :	Code :
MSc International Business Development		3	24h	Simon Mitchell	MFIOBMI-00
LECTURER	Christophe Bénaroya – Associate Professor Consultant - Expert in B to B marketing				
OBJECTIVES AND PROGRAM	<p>To identify B2B Marketing features.</p> <p>To identify the diverse BtoB contexts</p> <p>To understand the industrial purchasing process and the organization buying behaviour.</p> <p>To sensitize to most recent trends in terms of professional purchasing.</p> <p>To know and exploit the marketing techniques used and to understand how to gain new clients.</p> <p>To understand and use marketing tools to build-up customer loyalty.</p> <p>To know the main characteristics of BtoB communication tools.</p> <p>To clearly understand B2B and B2C links and boundaries.</p>				
TEACHING METHODS	<p>Introduction to B2B Marketing</p> <p>B2B Characteristics and various contexts</p> <p>Purchasing trends and issues</p> <p>Lycra Case Study</p> <p>Business Marketing Communication : Trade shows, Trade Press, Direct Marketing, Other tools</p> <p>B2B branding</p> <p>Marketing Tools to build customer loyalty: Innovation, Surveys, Design Management, Green Marketing, Quality and Norms, Maintenance, Customers Training</p>				
METHOD OF ASSESSMENT	<p>Articles.</p> <p>Powerpoint and videos.</p> <p>Case study and exercises (applying theory to solve case studies).</p> <p>Written examination (multiple choice questions).</p> <p>And/or Classwork (participation) and case study (documents and oral presentation).</p>				
LANGUAGE	English				
BIBLIOGRAPHY	<p>(handout written by the professor will be given at the beginning of the class)</p> <p>Bénaroya, Ch. & Lagrasse, H., (2010), L'efficience commerciale en BtoB, EMS</p> <p>Fill, Ch. et Fill, K.E., (2005), business to business Marketing, Pearson Education – Financial Times</p> <p>Ford, D. et Snehota, I., (2000), Business Marketing Strategy, John Wiley & Sons</p> <p>Håkansson, H. et Snehota, I., (1995), Developing relationships in business networks, Routledge, London.</p> <p>Hutt, M. D. et Speh, T.W., (2007), Business Marketing Management : B2B, 9th Ed., Thomson Higher Education</p> <p>Mahin, P.W., (1991), Business-to-Business Marketing, Boston, Allyn and Bacon</p> <p>Malaval, P. and Bénaroya, C., (2001), Aerospace Marketing Management, Boston, Kluwer Academic Publishers.</p> <p>Malaval, P. and Bénaroya, C., (2009), Marketing Business to Business, Pearson Education France</p> <p>Reeder, R.R., Brierty, E.G. et Reeder, B.H., (1991), Industrial Marketing, Analysis, Planning and Control, 2nd. Ed., Prentice-Hall International Editions</p> <p>Available in Centre de Documentation et d'Information:</p> <ul style="list-style-type: none"> - Business to business marketing. Relationships, systems and communications/ FILL Chris; FILL Karen E.; PRENTICE HALL, 2004 - The fundamentals of business to business. Sales and marketing/ COE John M.; McGRAW-HILL, 2003 - Marketing business to business/ MALAVAL Ph.(with the collaboration of Christophe Bénaroya). PEARSON EDUCATION;VILLAGE MONDIAL, 2001 				

Commercial Events

Program : 2011/2012		ECTS credits :	Duration :	Academic Directors	Code :
MSc International Business Development		2	9h	Simon Mitchell	IDIOBMI-00
LECTURER	<p>France ALES – Associate Professor Export Manager of the company France Alimentaire since 1998 and associate partner of France Trading, export sales agencies 20 years of field experience and Management in more than 30 countries Specialist of the South East Asian markets</p>				
OBJECTIVES AND PROGRAM	<p>To illustrate the promotion strategy of the company : attending or visiting an international professional exhibition.</p>				
TEACHING METHODS	<p>Why exhibiting ? Choosing the best commercial event according to the objectives of the company The different kinds of events (exhibition, fair...) Main information sources Preparing an exhibition : budget, booth building, promotion, communication, logistic, staff... Attending an exhibition Follow up Results Conclusions</p>				
METHOD OF ASSESSMENT	<p>Slides Teacher's lectures, in-class discussions Study case</p>				
LANGUAGE	-				
BIBLIOGRAPHY	English				
	<p>Ubifrance www.dree.org</p>				

International Transport and Logistics

Program : 2011/2012		ECTS credits :	Duration :	Academic Directors	Code :
MSc International Project Management, MSc International Business Development		2	24h	Simon Mitchell	MFIOBS2-00
LECTURERS	<p>Jacques Pons – Associate Professor Professor à l'ENSAM, Paris I Sorbonne, l'ESCP (Stège), CFP Expert in Logistics</p>				
OBJECTIVES	<p>In a changing environment, with pressures from increased competition, increasingly high levels of service expectations, worldwide deregulation, and advances in computer and communication technology, companies leaders must urgently and imperatively change their organisation rules: Nowadays KSF and managerial skills are encompassing both an international perspective as well as knowledge of all distribution, production and procurement process and new IT (ERP approach, EDI,APS...). The cross-functional profession which coordinates manages and controls physical and information flows is the SUPPLY CHAIN MANAGER. The goal of this Program is to train the students in an international context and introduce them to the tools and provide in-depth knowledge of legal aspects.</p>				
PROGRAMS	<p>Introduction Teacher's cross-functional curriculum presentation: by GONDRAND: learning of the importance of mastering custom's aspects for international supply chain: SAD, transit (TI), Common Tariff, economic customs arrangements by ALCATEL : learning how logistics improves purchasing and procurement functions by CE2M automotive supplier in cable bundles : coping with the challenge and constraints of "Seven Rs" imposed by BOSCH GmbH (right amount of the right product at the right place at the right time in the right condition at the right price with the right information) JIT, lower inventory, EOQ, make to order, make to stock, assemble to order, inventory management. 1. Functional and operational links. Prerequisite: Logistics splits up in 5 layers - upperdownstream logistics : e-commerce & e-logistics, "last mile" issue. - downstream logistics (DRP, ECR, bare-coding, CRM, CPFR, postponement, crossdocking, 3 PL, 4 PL, 5PL): leadtime - internal logistics (MPS, MRP2, VMI, SMED, QTED, Jidoka, Poka Yoke, Takttime, dependant and independant demands, capacity planning...): flexibility - upstream logistics (supply of raw material, purchasing policy) - upper- stream logistics (concurrent or simultaneous engineering, reverse- logistics)</p> <p>2. Logistics & Transportation Transport policy aims to save procurement or delivery costs and to enhance fulfilment rate and better customer service. How to purchase transport and logistics services : role of freight forwarders, carrier's positioning matrix 3. Interfaces between physical and financial flows International transport contract : CMR, CIM, Warsaw, Montreal, Brussels Convention and future Rotterdam rules for sea carriage Transport contract & international commercial contract (Incoterms 2010, Vienna ou UNO Convention) Transport contract & international payment techniques (UCP 500, ISP) Transport contract & insurance contract (ILU) 4. Transport contract and legal aspects The main clauses to insert into a dispute mechanisms. Presumption, Exoneration, Debarment, Limitation 5. European Union environment Evolution of the European exchanges since January 1st, 1993 Special invoice mentions VAT declaration (CA3 in France) Declaration of trade in goods (DEB in France) and of Services (DES for Déclaration Européenne de Service since 2010) 6. Setting up an international supply chain from EXW to DDP Description of actors, document chain</p>				
TEACHING METHODS	<p>Topics are organized into courses at three levels: basic awareness, core knowledge, and detailed applications (drill down SCM courses, in the field problem-solving experiences, summary of results). The overall goal is to produce graduates who can systematically about the SCM</p>				
METHOD OF ASSESSMENT	<p>Case-study or MCQ depending on the choice of the professor</p>				

LANGUAGE	English
BIBLIOGRAPHY	<p>Documents written by the professor will be given at the beginning of the class PONS J. & CHEVALIER P. La logistique intégrée HERMES 1966 PONS J. Transport & Logistique, HERMES 2005 MOCI Magazine: numerous articles LECTURERS dedicated to each area</p> <p>Available in Centre de Documentation et d'Information: - Logistics. An introduction to supply chain management/ WATERS Donald. PALGRAVE MACMILLAN - Business logistics management. Theory and practice / VOGT J. J.; PIENAAR W. J... OXFORD UNIVERSITY PRESS, 2002 - The handbook of logistics and distribution management/ RUSHTON Alan; OXLEY John; CROUCHER Phil. KOGAN PAGE, 2000 - Logistics and extended enterprise: benchmarks and best practices for the manufacturing professional/ BOYSON Sandor; CORSI Thomas M.; DRESNER Martin E.; HARRINGTON Lisa H... JOHN WILEY & SONS, INC, 1999. - Incoterms 2000; ICC, 1999 - Incoterms 2000; Tous les mécanismes, 2000 - Techniques du Commerce International/ BENAMMAR Jean-Marc. -Nouvelle Imprimerie Laballery - 58500 Clamecy : TECHNIPLUS, 1995</p>

E-Business & Marketing

Program : 2011-2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		3	27h	Simon Mitchell	ID10BM2-00
LECTURERS	Jean-Baptiste Gallié - Faculty Member Kevin Metz - Faculty Member				
OBJECTIVES	<p>- To be able to understand how organizations can use the Internet to support their marketing activities. Cover different aspects of e-marketing: environment, analysis, strategy development, and digital marketing campaign-planning and execution.</p> <p>- To be able to design, create, and publish a basic commercial website. To incorporate marketing principles into the website.</p>				
PROGRAMS	<ol style="list-style-type: none"> 1. Internet marketing fundamentals <ol style="list-style-type: none"> a. Introduction to Internet marketing, b. Internet environment (micro and macro) 2. Internet Strategy development <ol style="list-style-type: none"> a. Internet marketing strategy b. Internet and the marketing mix c. Relationship marketing using the Internet 3. Internet Marketing: implementation and practice <ol style="list-style-type: none"> a. Customer online experience b. Interactive marketing communications c. Maintaining and monitoring the online presence d. B to C internet marketing 4. Basic notions of website design <ol style="list-style-type: none"> a. HTML b. XHTML c. CSS d. WYSIWYG editors 				
TEACHING METHODS	Lectures, Reading, workgroups, case studies and exercises.				
METHOD OF ASSESSMENT	Presentation of your website. Review and assessment of an existing website. Continuous assessment projects.				
LANGUAGE	English				
BIBLIOGRAPHY	E-business and E-Commerce Management, David Chaffey, Third Edition, Prentice Hall, 2007 E-marketing & E-commerce, Pascal Lanoo, Corinne Ankri, Vuibert, 2007 HTML with CSS & XHTML, Elisabeth Freeman & Eric Freeman, O'Reilly, 2006 CSS, The Missing Manual, David Sawyer McFarland, O'Reilly Media/Pogue Press, 2009 Head First Web Design, Ethan Watrall & Jeff Siarto, O'Reilly Media, 2008 Head First Word Press, Jeff Siarto, O'Reilly Media, 2010.				

(to be updated) Law & Taxation

Program : 2011/2012		ECTS credits :	Duration :	Academic Directors :	Code :
MSc International Business Development		3	42h	Simon Mitchell	MF10BDI-00
LECTURER	<p>Fabrice Bien – Faculty member (Module coordinator)</p> <p>Isabelle Butelot Associate Professor (Basis of taxation and Law) Attorney at Law, FIDAL Lawyer since 2003, has worked for 6 years in Paris before joining the Tax Department of the Law firm Fidal in 2007 at Clermont-Ferrand where we practice tax advice and litigation for companies and individuals.</p> <p>Nathalie Boyer - Associate Professor (Social Law) Doctorate in Private Law, Law Professor at 'institut des métiers du notariat' and Clermont Graduate School of Management SEREC Social Law Department Manager, Law degree Graduate</p> <p>Jeremy Cardenas & Siv-Huri Ou - - Associate Professors (Commercial Law)</p> <p>Delphine Sauvebois-Brunet - Associate Professor (Corporate Law)</p> <p>Iaroslava Querin Associate Professor (International Contract Law)</p> <p>Corine N'Guyen Associate Professor (International Arbitration Law)</p> <p>Dominique Andrieux - Associate Professor (European Competition Law) Limagrain Services Holding Directeur Juridique Groupe Group General Counsel</p>				
OBJECTIVES AND PROGRAM	<p>Basis of taxation and Law Give to students a brief introduction on tax issues in an international context for individuals and corporations having business in another country. Day 1: Introduction to taxation for individuals and corporations in France and fundamental issues in an international context (MSc IPM, IBD and FA) Social Law Learning the basics in French labor law / getting comparisons with other labor laws. European Competition Law Teach main European and French antitrust principle and doctrine</p>				
TEACHING METHODS	<p>Social Law One group class teaching Basis of taxation and Law Slides giving fundamental notions and information and practice cases in small groups European Competition Law PPT support and internet connexion to English information and material</p>				
METHOD OF ASSESSMENT	<p>Basis of taxation and Law Exam of 1 hour including practice cases without documentation</p> <p>All other law classes One common Law project Oral exam</p>				
LANGUAGE	English				
BIBLIOGRAPHY	<p>Basis of taxation and Law Memento Fiscal Francis Lefebvre European Competition Law European treaty, European and French regulation and case law</p>				

Sales force Management

Program : 2011-2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	12h	Simon Mitchell	1010BH8-00
LECTURERS	<p>Pascal Brassier, Dr. – Faculty Member Professor Negotiation & Sales Force Management, MDRH Department Head of the Chaire 'Développement Commercial'</p> <p>Pascal Brassier is Professor of Negotiation & Sales Management, and Chair of the Sales Development Institute, at Groupe ESC Clermont Graduate School of Management, France. Professor Brassier earned B.Sc. in Economics and Ph.D. in Marketing from University of Economics, University of Auvergne, France. Professor Brassier joined Groupe ESC Clermont in 2002 as a full time Professor of Marketing and Sales. He has been previously Senior Consultant in Sales Management for Euromaster France, Groupe Michelin, and in several firms in marketing and sales executive education. He served first as a salesperson and sales manager in various business areas, B2C and B2B products and services. He also served for five years as Judge of Work Conflict, Management Section, Clermont-Ferrand Court of Justice.</p> <p>Professor Brassier contributes extensively to Groupe ESC Clermont International Education. He serves as a regular Visiting Professor at ISCTE Business School (Lisbon, Portugal), in Masters in International Management, Krakow Business School, University of Economics (Poland), in International MBA, both for several years. He has been Guest Professor at Kansas University, Oklahoma University, University of Örebro (Sweden) and other international partners. Professor Brassier is also highly involved in Executive Education programs. He teaches in particular in the Executive MBA program, and is for a large part of his activity in consulting for executives and managers in Negotiation and Sales, as well with SMEs and international companies, including Michelin, Vinci, La Poste, etc. He is co-founder and member of the Steering Committee of the Global Sales Science Institute (GSSI), international association dedicated to unite the study and practice of sales & sales management around the globe. He actively participates to the regional research center in management (CRCGM), French Marketing Academy (AFM), European Marketing Academy (EMAC), French Sales Managers Association (DCF), etc.</p> <p>He is member of the board of the Journal of Selling and Major Account Management.</p> <p>Professor Brassier has published articles and book chapters mainly dedicated to sales management, B2B marketing and negotiation, in France (Journals including Management & Avenir, Revue Francophone de GRH, Revue Personnel) and in International publications or conferences (Research Methods Conference ADM-ISEOR, Research Conference AGRH-AIMS, etc.).</p> <p>In 2009, Professor Brassier has published a handbook on Sales Managers and Social Networks (Edition d'Organisation). In 2011, he publishes with two colleagues "Salesforce Management", Pearson Education (handbook in French, "Management de la force de vente").</p>				
OBJECTIVES	<p>By the end of the course you should be able to:</p> <ul style="list-style-type: none"> • Know the role, missions and tasks of the sales managers (team manager, KAM, sales force manager, CSD, etc.) • Understand how is organized a sales force • Know how to apply tools and methods useful in sales management • Optimise the development and the results of a sales team <p>The major objective of this course is to give you the opportunity to learn and apply various sales management tools. If you have or plan to have a sales manager position, they will be very useful every day. If you work or will have to work with sales managers, they will help you to understand their work and organization.</p>				
PROGRAM	<p>Please note: The professor reserves the right to change any item in the above course outline. Changes will be announced in class.</p> <p>Introduction: basics in Sales Management From field sales manager to sales director Sales force structure, job descriptions and strategic issues</p> <p>Setting goals and formulating team strategy Workshop on useful key factors in sales management</p> <p>Driving and Developing the sales team: Tools for the sales manager</p> <p>Optimization of the sales force: Workshop on a portfolio analysis The DNA method The DNA method applied on a real case</p>				
TEACHING METH	Lectures, prepared readings before the course, case studies				

METHOD OF ASSESSMENT	Team work: a written white paper gives a team grade.
LANGUAGE	English
BIBLIOGRAPHY	<p>Handbooks</p> <p>J. Blythe, Sales and Key Account Management, (Thomson) 2005 D.J. Dalrymple, W.L. Cron, T.E. DeCarlo, Sales Management, 8th Edition (Wiley) 2004 D. Jobber, G. Lancaster, Selling and Sales Management, 7th Edition (Pitman Pub.) 2006 M.W. Johnston, G.W. Marshall, Churchill/Ford/Walker's Sales Force Management, 7th Edition (McGraw Hill) 2003</p> <p>Articles will be given before and during the course</p>

Doing Business with European Union

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	12h	Simon Mitchell	ID108H3-00
LECTURERS	<p>Vincent Gimet – Associate Professor Founder and Manager of the companies France Alimentaire and France Trading, export sales agencies 25 years of field experience and Management in more than 60 countries Lecturer of Masters ESC for 15 years</p>				
OBJECTIVES	<p>To acquire a good knowledge of the main European markets: Germany, United Kingdom, Spain, Belgium, Netherlands, Denmark, Sweden, Norway, Finland, the Baltic countries...</p> <p>To understand the particularities of these markets and the way of doing business with.</p>				
PROGRAMS	<p>Presentation and general overview of the main European countries: Population, political and international organization, economic situation, currencies, sectorial activity, global competitiveness...</p> <p>Approach of the main areas: Germany, United Kingdom, Benelux, Spain, Scandinavia, the Baltic countries</p> <p>International trade (Suppliers, customers)</p> <p>Main import and export product types</p> <p>The British buyer, the German buyer, the Belgium and Dutch buyer, the Spanish buyer, the Scandic buyer: How to deal with her or him?</p> <p>Top tips on German, British, Benelux, Spanish and Scandic business attitudes</p> <p>Women in business in European countries</p> <p>How to approach these markets?</p> <p>The distribution in Germany, United Kingdom, Benelux, Spain and in Scandinavia: main characteristics and distribution networks</p> <p>Setting up a company in European Union</p> <p>Conclusions</p>				
TEACHING METHODS	<p>Slides</p> <p>Teacher's lectures, in-class discussions</p>				
METHOD OF ASSESSMENT					
LANGUAGE	<p>English</p>				
BIBLIOGRAPHY	<p>Doing business 2012 – The world bank group</p> <p>www.worldbusinessculture.com/Business</p>				

Doing Business with North America

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	9h	Simon Mitchell	ID108H6-00
LECTURERS	<p>Vincent Gimet – Associate Professor Founder and Manager of the companies France Alimentaire and France Trading, export sales agencies 25 years of field experience and Management in more than 60 countries Lecturer of Masters ESC for 15 years</p>				
OBJECTIVES	<p>To acquire a good knowledge of the American market and the way to make business with American</p>				
PROGRAMS	<p>Presentation and general overview of the country: Population, political and international organization, economic situation, currency, sectorial activity, global competitiveness... International trade (Suppliers, customers) Main import and export product types The American buyer: How to deal with her or him? Top tips on American business attitudes Women in business in America How to approach the market? The American distribution: main characteristics and distribution networks Setting up a company in America Conclusions</p>				
TEACHING METHODS	<p>Slides Teacher's lectures, in-class discussions.</p>				
METHOD OF ASSESSMENT					
LANGUAGE	<p>English</p>				
BIBLIOGRAPHY	<p>www.worldbusinessculture.com/Business Doing business 2012 – The World bank group</p>				

Doing Business with South America

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	12h	Simon Mitchell	ID108H6-00
LECTURERS	<p>Ricardo Acosta – Associate Professor</p> <p>Ricardo Acosta was the Regional Manager for a South American Telecom Distributor, where he was in charge of technical, logistical and commercial support for a network of distributors in the Dominican Republic, Colombia, Chile, Peru, and Ecuador.</p>				
OBJECTIVES	<p>At the end of unit, the students will learn and possess the criteria that will allow them:</p> <ul style="list-style-type: none"> ▪ To establish a general panorama of the legal, social and economical state, in order to have a better understanding of the potential and limits of the countries in this region; and ▪ To understand the cultural aspects which are required when entering into a business relation with South American companies (Spanish speaking countries). 				
PROGRAMS	<p>This course will begin with the study of the current financial situation, cultural and politics of South America. Then, we will see the agreements and commercial treaties in this region as well as their relation with Europe. Finally, we will focus on a group of countries of this region in order to realize a collective work of analysis for the marketing of a product in the Latin American Market.</p>				
TEACHING METHODS	<p>Oral Lectures and Case Analysis.</p> <p>Case Study “Auvergne Mobile Games” a French company, whom is analyzing the opportunity to establish a branch office in South America which will cover the South American Market. In groups of maximum three people, you will pick a South American Country and then you will prepare a brief report along with a business presentation which will be presented during the “Board of Directors” Meeting. Here, based on your report and analysis, the company will decide the country or countries where they will establish their LA Headquarters.</p>				
METHOD OF ASSESSMENT	<p>Final written report. Class participation.</p> <p>This class demands critical thinking and analysis on the preparation of the case and everyone should be able to defense his or her point of view.</p>				
LANGUAGE	<p>English</p>				
BIBLIOGRAPHY	<p>Doing Business in Latin America – 2010 . The World Bank – IFC</p> <p>Estudio económico de América Latina y el Caribe 2009 - 2010. Informe de las Naciones Unidas y la Comisión Económica para la América Latina.</p> <p>Foreign Direct Investment in Latin America and the Caribbean. United Nations Investment and Corporate Strategies of the ECLAC Division of Production</p> <p>L'essentiel d'un marché – Colombie Editions UBIFRANCE 2009 2010</p> <p>Migración latinoamericana. Remesas y Bancarización. Ramón Casilda Bejar Secretaria General Iberoamericana 2008</p> <p>Understanding Spanish Speaking South Americans – Bridging Hemispheres Skye Stephenson 2003.</p>				

Doing Business with South East Asia

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	6h	Simon Mitchell	ID108H7-00
LECTURERS	<p>France Ales – Associate Professor Export Manager of the company France Alimentaire since 1998 and associate partner of France Trading, export sales agencies 20 years of field experience and Management in more than 30 countries Specialist of the South East Asian markets</p>				
OBJECTIVES	<p>To acquire a good knowledge of the South East Asian markets and the way to make business with them</p>				
PROGRAMS	<p>Presentation and general overview of South East Asia: the countries, Population, political and international organization, economic situation, currencies, sectorial activities, global competitiveness... ASEAN and International trade (Suppliers, customers) Approach of the main potential countries. Main import and export product types The leading countries: Hong-Kong, Singapore, Taiwan... The Asian buyers: How to deal with her or him? Top tips on Asian business attitudes Women in business in Asia How to approach the markets? Prospection, professional exhibitions... The distribution of the main markets characteristics and distribution networks Setting up a company in South East Asia Conclusions</p>				
TEACHING METHODS	<p>Slides Teacher's lectures, in-class discussions</p>				
METHOD OF ASSESSMENT					
LANGUAGE	<p>English</p>				
BIBLIOGRAPHY	<p>www.worldbusinessculture.com/Business Doing business in South East Asia – The World bank group Doing business in South East Asia: Hayley MacDonald, HR Business partner, CIMA</p>				

(to be updated) Doing Business with East European Countries

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	12h	Simon Mitchell	ID108H2-00
LECTURERS	Christian Lingemann – Associate Professor Consultant in International Development				
OBJECTIVES					
PROGRAMS					
TEACHING METHODS					
METHOD OF ASSESSMENT					
LANGUAGE					
BIBLIOGRAPHY					

Doing Business with China

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	12h	Simon Mitchell	ID10BHI-00
LECTURERS	<p>Marc MEYNARDI General Manager for Marc Meynardi International Sarl (M-M-I) company. Marc Meynardi is 52 years old. He lived more than 10 years in China. He learnt Mandarin, then, in 1996, settled a JV with a Chinese partner in the wine and spirit distribution. The company had 2 shops in Taiwan, and a distribution network in Hong-Kong and Southern China. In 2005, he settled a company based in France: MMI. In this business, he acts as an independent consultant for the European companies wishing to develop business in China. Besides, he specializes in training about how to conduct business in China. He is also the author of 2 Books, published by AFNOR: "How to communicate efficiently with your Chinese partners" (2010) and "How to succeed in your negotiations with Chinese people" (2011)</p>				
OBJECTIVES	Study the specifications of Chinese market to define the most adapted strategy for business development				
PROGRAMS	<p>The Chinese market: global approach. Financial support: the major French grants Main grants for small and medium-sized French companies to develop business with China Information: what information to search, where to find it Why a consulting company can, or cannot accelerate the business development in China? The trading with China. Incoterms / payments: common practices Advice for importing and exporting from/to China. High-growth sectors in China Industry, services Protected and restricted business Settling a company in China A first step on the market: the agent The threats / opportunities analysis for a foreign settlement in China The settlement place; what key criteria are to be taken into account. Setting up a company: the legal form. Representative Office, Wholly Foreign Owned Enterprise (WFDE), Joint Venture (JV) The Import and export license Taxes: VAT, duties and taxes, corporate income taxes Human Resources: threats and opportunities China: the next super power? Under the pressure of economy, social changes, agriculture and environment, what path for China in the near future? What impact on Western countries.</p>				
TEACHING METHODS	<p>Interactivity and students' involvement Many examples met by the teacher in his professional life. Movies, Case study, written course.</p>				
METHOD OF ASSESSMENT	Will be confirmed later.				
LANGUAGE	English				
BIBLIOGRAPHY	<p>Gregory Barnard, Cross-cultural communication. A practical guide, Cassel, 1995. Hans Jakob Roth, <i>Managing China</i>, Hans Jakob Roth Publishing, 2007. George T. Haley, <i>The Chinese Tao of Business: The Logic of Successful Business Strategy</i>, John Wiley and Sons(Asia) Pte Ltd 2004</p>				

Doing Business with Middle East

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	12h	Simon Mitchell	ID108H4-00
LECTURERS	Jean-Michel Ranchon - Associate Professor Consultant in International Business Development				
OBJECTIVES	Study the specifications of these markets to define the best option				
PROGRAMS	Environment of the Market <ul style="list-style-type: none"> - Geographic considerations - Political and economic stability - Industrial development - Social system - Commercial practices and mentality while negotiating - Prospecting these markets - Legal system and regulations - Incoterms and price offer - Distribution Networks - Organization - Define sales distribution strategy - Possibilities for direct setting up Conclusions				
TEACHING METHODS	Lessons with visual presentations + exercises + videos				
METHOD OF ASSESSMENT	Included in the final exam				
LANGUAGE	English				
BIBLIOGRAPHY					

Documentary credit and International Payment Techniques (advanced)

Program : 2011-2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		1	6h	Simon Mitchell	IDIOBSI-00
LECTURERS	Vincent Gimet – Associate Professor Founder and Manager of the companies France Alimentaire and France Trading, export sales agencies 25 years of field experience and Management in more than 60 countries Lecturer of Masters ESC for 15 years				
OBJECTIVES	To acquire a good knowledge of the main international technics of payment To understand the particularities of the letter of credit				
PROGRAM	Presentation and general overview of the main international technics of payment: - Letter of credit - Documentary collection - Stand-by letter of credit: Particularities of the letter of credit (documentary credit): Definition, prime parties to a letter of credit, conditions and requirements, amendments and discrepancies, different kinds of letter of credit.... Study cases Conclusions				
TEACHING METHODS	Slides Teacher's lectures, in-class discussions Cases and exercises in teamwork				
METHOD OF ASSESSMENT	(to be confirmed)				
LANGUAGE	English				
BIBLIOGRAPHY	Will be provided later				

Risk Management in International Business

Program : 2011-2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		2	12h	Simon Mitchell	ID108FI-00
LECTURERS	<p>Stéphane MAURETTE – Associated Professor Graduated from INSEEC and UCLA Independent Consultant Financial positions held during 23 years in large companies in various countries</p>				
OBJECTIVES AND PROGRAM	<p>Objectives: Explaining the global approach to Risk Management (COSO II, ISO 31000) and its relationships with other functions such as Internal or External Audit, with a special focus to the risks associated to the international business practises.</p> <p>Program: I/ The global framework (COSO II) II/ Implementation of the COSO methodology III/ Sarbanes Oxley, ERM and Internal Audit IV/ International business risk management</p>				
TEACHING METHODS	<p>Powerpoint (pdf copy to each student) Many examples international practises</p>				
METHOD OF ASSESSMENT	<p>Written exam</p>				
LANGUAGE	<p>English</p>				
BIBLIOGRAPHY	<p>Le management des risques de l'entreprises, IFACI, PWC & LANDWELL, Eyrolles Editions d'Organisation International Risk Management: Systems, Internal Control and Corporate Governance, M.Woods, P.Kajuter, P.Linsley, CIMA publishing</p>				

Business Simulation Game On line

Program : 2010/2011		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development		2	18h	Simon Mitchell Joëlle Randriamiarana	MFIOBSI-00
LECTURERS	<p>Geoff Heels – Associate Professor 51 years old. British nationality. Former export manager. University lecturer and independent business consultant.</p>				
OBJECTIVES	<p>CORPORATE STRATEGY This course is designed to allow students: To understand the principles and mechanisms of strategic decisions To acquire the indispensable tools to create a strategic position To identify an organization in a global way and to place it in his environment, in a dynamic and evolutionary perspective.</p>		<p>BUSINESS SIMULATION GAME Reinforce the learning efficiency and help the students to act thanks to a pedagogy of experimentation Increase managerial competences Help the students to acquire a global vision and a better understanding of the companies, its process, its activities (industrial, commercial and logistical aspects) Learn to take commercial and financial decisions</p>		
PROGRAMS	<p>The knowledge of the strategy of enterprises is a necessity within a program which leads to a master of international affairs. The course gives to the coming managers the global and dynamic cadre of understanding the enterprise, to enlarge their vision and to acquire a proactive approach. The capacity to understand and to work with strategic orientations of their enterprise and of their clients will be a supplemental tool to realize their missions. The course contents a general approach to the concepts and the used analytic models mostly used in defining strategies. The students will adopt these elements by analyzing a number of examples, and by making a case study in small groups.</p>		<p>Identify the main activities of a business and situate it in its environment Create work groups and identify responsibilities Organise work Analyse a situation Set objectives Define a strategy Determine means and action plan Make decisions Evaluate financial and commercial decisions Be reactive and have contingency plans React to external variables Negotiate both internally and externally Have a long-term vision Make a professional presentation</p>		
TEACHING METHODS	<p>Lessons with presentation of visuals Working on documents A case study in small groups</p>		<p>Multidisciplinary business game Teamwork : the teams are in competition with each other and/or partners</p>		
METHOD OF ASSESSMENT	<p>The case study by small groups and the oral presentation (60 %) An individual written examination on a mini case (40 %)</p>		<p>The results of each group will be given by the professors with feedback and comments. Students will make an oral presentation.</p>		
LANGUAGE	<p>English</p>				

Masters Contact

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Project Management & MSc International Business Development		2	21 h	Simon Mitchell	IP10BP4-00
LECTURERS	Simon Mitchell – Associate Professor British in Consultant in London since 1992. Professor in Marketing and Strategy				
OBJECTIVES	To establish communication objectives and strategies To carry out a communication action.				
PROGRAMS	To develop the notoriety and image of the Masters and Specialised Masters programmes of the ESC Group Clermont to encourage contact and enrolment. Each group of students needs to: -participate in the drafting and realization of “Masters Contact”, the information/news letter for the Masters and Specialised Masters programmes of ESC Group Clermont (March, April and May 2011 issues).				
TEACHING METHODS	Coaching will be by; email; contact from the students; through regular group sessions				
METHOD OF ASSESSMENT	The students should do the following (in groups of 2/3) : In February 2011, all the necessary elements for the edition and distribution of “Masters Contact” news letter – text, iconography, presentation, illustrations, layout. The work evaluation will correspond to 2 ECTS credits (semester 2).				
LANGUAGE	English				
BIBLIOGRAPHY					

International Week

Program : 2011/2012		ECTS credits :	Duration :	Academic Directors :	Code :
MSc International Business Development		1	18h	Simon Mitchell	IMIOBLI-00
LECTURERS	Different foreign professors or professionals experts				
OBJECTIVES	<p>International Week is a strong force of the ESC stressing on the international aspect of the school. Its objectives are :</p> <ul style="list-style-type: none"> - To integrate an innovative & different approach amongst the pedagogical tools - To offer to all the students, especially those who haven't had the opportunity to study abroad an opportunity to pursue management courses in a foreign language - To immerse the students in a real multicultural environment : The presence of numerous visiting professors from our partner universities enforces our willingness & presents us with opportunities to strengthen our international master programs. - Visiting foreign professors & ESC permanent professors work together to exchange ideas & conceive better teaching methods keeping in mind the ongoing strides in management. - Everyone is invited to partake of this unique opportunity held once each year 				
TEACHING METHODS	Depending upon the module chosen				
METHOD OF ASSESSMENT	Depending upon the module chosen : - Exam - Presentation - Written Report - Multiple choice exam				
LANGUAGE	English				
BIBLIOGRAPHY	Documents will be given during the classes				

English language skills two

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :										
MSc International Project Management, MSc International Business Development, MSc Finance and Auditing		2	18 h	Simon Mitchell Joëlle Randriamiarana	MFIOBL1-00										
LECTURERS	<p>Sheena Bruet-Patel – Associate Professor</p> <p>Kathleen Marker– Associate Professor</p>														
OBJECTIVES	<p>This course is designed to improve your capacity to communicate in English in a business context. Communication is the successful conveyance of information or ideas and a means of connection between people. It includes both cultural and linguistic elements. This course will enhance your knowledge and skill of both elements.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To extend communication skills in English by: <ul style="list-style-type: none"> ○ Improving listening skills in English; ○ Improving speaking skills in English; ○ Improving writing skills in English; ○ Improving reading skills in English; ○ Extending vocabulary; and ○ Learning cultural aspects of communicating in English. • To improve presentation skills in English. • To improve overall English grammar skills and knowledge. 														
PROGRAMS	<p>In order to realize our learning objectives, we will examine current events and topics from around the world. Students will be given individual and group assignments to prepare presentations about these topics.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: left;">Learning Goals (cocher tous objectifs d'apprentissage principalement concernés)</td> </tr> <tr> <td style="width: 10%;">X 4.1</td> <td>Ability to transmit and receive information and knowledge Capacité à transmettre et à recevoir des informations et des connaissances</td> </tr> <tr> <td>X 4.2</td> <td>Acquire the emotional intelligence necessary to manage in a multicultural context Possession de l'intelligence sociale nécessaire à tout manager dans un contexte multiculturel</td> </tr> <tr> <td>X5.1</td> <td>Ability to Work in a team Capacité à intégrer un groupe de travail</td> </tr> <tr> <td>X 5.2</td> <td>Ability to lead a team Capacité à diriger un groupe de travail</td> </tr> </table>					Learning Goals (cocher tous objectifs d'apprentissage principalement concernés)		X 4.1	Ability to transmit and receive information and knowledge Capacité à transmettre et à recevoir des informations et des connaissances	X 4.2	Acquire the emotional intelligence necessary to manage in a multicultural context Possession de l'intelligence sociale nécessaire à tout manager dans un contexte multiculturel	X5.1	Ability to Work in a team Capacité à intégrer un groupe de travail	X 5.2	Ability to lead a team Capacité à diriger un groupe de travail
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TEACHING METHODS	<p>A wide variety of materials will be used: up-to-date newspaper articles, case studies, audio/video podcasts, and traditional grammar exercises. Class activities will aim at encouraging oral production through different methods: discussions, pair-work, group-work, simulations, role-plays, and tutorials. Students will be expected to devote a considerable amount of time to preparing for the class. Students will take practice TOEIC and DBE/EBC examinations to gage their progress and evaluate their English language deficiencies. Students will be directed to specific topics that they will research and present.</p>														

Français Préparation d'examen

Program : 2011/2012		ECTS credits :	Duration :	Academic Director :	Code :
MSc International Project Management, MSc International Business Development, MSc Finance and Auditing		2	18 h	Simon Mitchell Joëlle Randriamiarana	MFIOBL3-00
LECTURERS	Sophie Reviron				
OBJECTIVES	<ul style="list-style-type: none"> - Se préparer au TCF, Test de Connaissance du Français. - Se familiariser avec la nature des items du TCF. - Développer une méthode de travail efficace (stratégies et réflexes). - S'entraîner à la compréhension du français écrit et de l'oral. - Maîtriser les structures de la langue. 				
PROGRAMS	<ul style="list-style-type: none"> - Savoir repérer et sélectionner des informations. - Savoir choisir les formulations correctes dans des structures syntaxiques et lexicales. - Améliorer ses capacités de compréhension écrite. - Améliorer ses capacités de compréhension orale. 				
TEACHING METHODS	<p>Les étudiants vont s'entraîner à répondre à des items dans un ordre croissant de difficulté, niveau par niveau. Il vont ainsi se préparer au TCF :</p> <ul style="list-style-type: none"> - en travaillant chaque niveau de langue par capacité (compréhension et expression orales et écrites) - en se familiarisant avec la nature des items du TCF - en développant une méthode de travail rapide et efficace - en s'entraînant sur des mini-TCF 				
METHOD OF ASSESSMENT	<p>30 % Participation 70 % Contrôle continu</p>				
LANGUAGE	Français				
BIBLIOGRAPHY	<ul style="list-style-type: none"> - Test de Connaissance du Français, Belin - Test de Connaissance du Français, activités d'entraînement , Didier - TCF 250 activités, CLE International 				

Business Development Project – 2nd Part

Program : 2011/2012	ECTS credits :	Duration :	Academic Director :	Code :
MSc International Business Development	Oral Report : 3 Written Report: 5	42h	Simon Mitchell	ID108P2-00 ID108BP1-00

LECTURERS	<p>Christian Lingemann – Associate Professor Consultant in International Development</p>
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OBJECTIVES	<p>This International Business Development Project is designed to allow students: To discover and understand the potential of an International Business Development project in a real project within a real French company. The student will be able to apply the knowledge and tools in international marketing, international sales and negotiation as well as Import-Export operations. An extensive business plan for the project will be required by the students.</p>
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PROGRAMS	<p style="text-align: center;">Course Planning</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Date</th> <th style="width: 80%;">Subject</th> </tr> </thead> <tbody> <tr> <td rowspan="2" style="text-align: center;">October 12</td> <td>Introduction/Syllabus</td> </tr> <tr> <td>Introduction in International Business Presentation of deliverables-Milestones 1-4</td> </tr> <tr> <td rowspan="4" style="text-align: center;">October 21</td> <td>International strategy</td> </tr> <tr> <td>Prospection and Sales</td> </tr> <tr> <td>Export Diagnosis</td> </tr> <tr> <td>Presentation of companies and missions Researching the company and its products</td> </tr> <tr> <td style="text-align: center;">November 4</td> <td>Presentation of Milestone 1: Company report Preparation for Business Plan</td> </tr> <tr> <td style="text-align: center;">November 15</td> <td>Working in the Company</td> </tr> <tr> <td style="text-align: center;">December 2</td> <td>Working in the Company</td> </tr> <tr> <td style="text-align: center;">December 7</td> <td>Presentation of Milestone 2 Export Diagnosis</td> </tr> <tr> <td style="text-align: center;">December 13</td> <td>Working in the Company</td> </tr> <tr> <td style="text-align: center;">January 5, 2012</td> <td>Preparation of Business Plan</td> </tr> <tr> <td style="text-align: center;">Jan 16</td> <td>Working in the Company</td> </tr> <tr> <td style="text-align: center;">Jan 27</td> <td>Working in the Company</td> </tr> <tr> <td rowspan="2" style="text-align: center;">Feb 13</td> <td>Working in the Company</td> </tr> <tr> <td>Presentation of Milestone 3 Business Plan + International Sales & Marketing mission</td> </tr> <tr> <td style="text-align: center;">Feb 24</td> <td>Working in the Company</td> </tr> <tr> <td style="text-align: center;">Mars 2</td> <td>Working in the Company</td> </tr> <tr> <td style="text-align: center;">Mars 27</td> <td>Working in the Company</td> </tr> <tr> <td style="text-align: center;">April 5</td> <td>Working in the Company</td> </tr> <tr> <td rowspan="2" style="text-align: center;">April 20 2012</td> <td></td> </tr> <tr> <td>Presentation of Milestone 4 deliverables and final presentation</td> </tr> </tbody> </table>	Date	Subject	October 12	Introduction/Syllabus	Introduction in International Business Presentation of deliverables-Milestones 1-4	October 21	International strategy	Prospection and Sales	Export Diagnosis	Presentation of companies and missions Researching the company and its products	November 4	Presentation of Milestone 1: Company report Preparation for Business Plan	November 15	Working in the Company	December 2	Working in the Company	December 7	Presentation of Milestone 2 Export Diagnosis	December 13	Working in the Company	January 5, 2012	Preparation of Business Plan	Jan 16	Working in the Company	Jan 27	Working in the Company	Feb 13	Working in the Company	Presentation of Milestone 3 Business Plan + International Sales & Marketing mission	Feb 24	Working in the Company	Mars 2	Working in the Company	Mars 27	Working in the Company	April 5	Working in the Company	April 20 2012		Presentation of Milestone 4 deliverables and final presentation
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TEACHING METHODS	Team work; you will work as a consultant team of <u>three people in the company</u> . Monitoring: Christian LINGEMANN -the professor will help you in coaching sessions:
METHOD OF ASSESSMENT	Written report and oral presentation
LANGUAGE	English
BIBLIOGRAPHY	Depending on the project evolution a bibliography will be given

Internship : Professional Report and Oral Presentation

Program : 2010/2011		ECTS credits :	Duration :	Program coordinator :	Code :
MSc International Business Development		Report : 10 Oral presentation : 7 Company assessment : 5	At least 6 months	Simon Mitchell	MFI0BP1-00 MFI0BP2-00 MFI0BP3-00
PROFESSORS & COACHES	<p>Simon Mitchell – Head of the Masters Programs Coaches : Derek Wright / Simon Mitchell / Pascal Brassier / Vincent Gimet / Dominique Andrieux / Helga Fouré-Joopen / Marc Lecoutre</p>				
RULES and METHOD OF ASSESSMENT	<p>In order to have his/her traineeship ratified by the school, the student must prove that his/her professional experience has been profitable to the company. Companies always expect that the student's work and report will represent a tool for future use.</p> <p>It follows that the report must not be simply a narrative or a catalogue and description of assignments and work undertaken by the student during his/her placement in the company. This type of report will be graded severely and will be given an Fx . In this case, the student will be given the opportunity (once and only once) to submit a second version of the report, within one month. It must meet all requirements. If this second version is deemed satisfactory, the student will be given an E grade. If not, he/she will be given an F.</p> <p>For the placement report, the student is requested : to think in depth about his/her placement, so as to identify one or several major themes within the assignment to select and analyse a specific question which will constitute the main subject of the report.</p> <p>Once this question has been identified, the student will develop his/her analysis, and will draw his/her information from two main sources : standard documentary research using material available within the company, within the Clermont Graduate Business School library, on the Internet or from the School's partner institutions experiments and experience resulting from his/her work within the company.</p> <p>→ The student's conceptual analysis and recommendations will be based on his/her assignment or his/her discovery of a job or jobs within the company.</p> <p>At some time during the placement, the professor acting as tutor will set a date on which the student will give him/her a succinct and suitably detailed working document in which he/she will introduce (for discussion and final agreement) :</p> <p>The question which will constitute the main subject of the report The detailed projected plan The chief sources of information.</p> <p>A note detailing the main management questions (an Abstract of 2 to 3 pages at most) must be included at the beginning of the final report. The latter will as a general rule be about 50 pages long (plus annexes).</p> <p>The oral examination : about 30 minutes succinct presentation and to-the point comments, plus a 20-25 minute question-and-answer session with the examiners in order to defend their arguments and recommendations.</p>				
LANGUAGE	English				

Learning Goals : MSc International Business Development

1. LG 1: "Managing and Operating Organizations"	
1.1 Understanding the environment of organizations and the way they function; Analysis and management of operating standards.	<ul style="list-style-type: none"> • Understanding of the international stakes and consequences of globalization on the organization • Knowledge of the different individuals involved in and elements of the international environment of the organization • Knowledge of the different core functions of organizations • Knowledge of the different concepts and management tools that enable one to understand the operation of organizations and develop them at an international level • Ability to identify management situations which organizations confront, to diagnose these situations, and initiate methods leading to appropriate solutions for the context (managerial and cultural) • Understanding of information technology and its impact on organizations (collecting and managing information)
1.2 Ability to adopt a strategic vision of the way organizations function, in order to:	<ul style="list-style-type: none"> ➢ Effectively contribute to their management; ➢ Participate in their development. • Integrate different organizational functions, conceived as open systems in the organizational environment • Ability to assess an organization's future and modify its operation • Develop an initiative and innovative outlook with the aim of improving the competitiveness of organizations
2. LG2: "Interpersonal Communication"	
2.1 Ability to transmit and receive information and knowledge	<ul style="list-style-type: none"> • Mastery of at least two foreign languages, in their linguistic and cultural dimensions • Ability to create and analyze written documents on complex subjects • Ability to give professional oral presentations
2.2 Acquire the emotional intelligence necessary to manage in a multicultural context	<ul style="list-style-type: none"> • Ability to listen and show empathy • Ability to present arguments and be persuasive • Ability to negotiate • Mastery of interpersonal relations and emotions [Culture of relational and emotive intelligence] • Integration of the intercultural dimension into work practices, openness to others and to the world
3. LG3: "Team Work and Leadership"	
3.1 Ability to work on a team	<ul style="list-style-type: none"> • Master the personal skills necessary for team work • Ability to integrate oneself into and participate in a multidisciplinary or multicultural group
3.2 Ability to lead a work group or sales team	<ul style="list-style-type: none"> • Be able to set up, manage, control, and motivate a work group or sales team • Be able to lead the group decision-making process • Be able to evaluate the results obtained, point out areas for improvement, and initiate corrective processes • Integrate the ethical dimension into work practices
4. LG4: Identification of buoyant markets, elaboration of developmental strategies, and follow-up	
4.1 Master the methodologies of the study and exploration of target markets	<ul style="list-style-type: none"> • Ability to analyze the international environment and the regulation of international exchanges • Ability to analyze the socio-economic, politico-legal, and cultural aspects of foreign markets
4.2 Master the elaboration, the application, and the follow-up of exports development strategies	<ul style="list-style-type: none"> • Ability to detect buoyant markets and define a set-up strategy • Ability to optimize commercial offers • Ability to define and apply a commercial strategy and determine the axes for development • Ability to organize appropriate logistics • Ability to carry out the follow-up of markets concerned and anticipate their evolution • Ability to analyze the results and put into place corrective strategies

5. L65: Elaboration of commercial strategy, plans of action, and evaluation of the results	
5.1 Master the elaboration of a commercial exports strategy	<ul style="list-style-type: none"> • Be able to define a commercial strategy and objectives specific to the sector and the typology of its clients • Be able to identify and choose commercial partners and logistics • Be able to determine the financing of operation
5.2 Master the elaboration of a commercial plan of action	<ul style="list-style-type: none"> • Be able to construct a commercial plan of action • Be able to make decisions and implement communication and promotional strategies • Be able to use information technology as a tool for communication, promotion, and commercialization
5.3 Master the implementation of a commercial exports strategy, the evaluation of the results obtained and the construction corrective strategies	<ul style="list-style-type: none"> • Be able to define and implement a plan for international development • Be able to plan activities • Be able to analyze the results and put into place corrective strategies

6. L66: Market negotiation, control, and administration of exports sales	
6.1 Ability to negotiate markets	<ul style="list-style-type: none"> • Be able to detect business opportunities and handle offers • Be able to optimize commercial propositions • Be able to elaborate and negotiate the clauses of a sales contract, a purchasing contract, an agent's contract, or a commercial partnership contract
6.2 Ability to manage and administer sales contracts	<ul style="list-style-type: none"> • Ability to manage financial, monetary, legal, and commercial problems inherent to international business, as well as the cultural specificities of the markets concerned • Be able to handle the administrative follow-up
6.3 Ability to analyze the results and put into place corrective strategies	