

2023-2024**BBA3 PROGRAM GENERAL PROVISIONS**

School:	INSEEC BBA Bordeaux and Lyon Campuses
Duration:	1 semester - 30 ECTS
Bordeaux Study Period:	Fall Semester: September 11, 2023 - December 15, 2023 Spring Semester: February 19, 2024 - May 24, 2024
Lyon Study Period:	Fall Semester: September 7, 2023 - December 15, 2023 Spring Semester: February 19, 2024 - May 24, 2024
Language:	English (B2 level mandatory)
Study Level:	Appropriate for students in their 3 rd or final year of undergraduate studies
Open to:	INSEEC BBA students and exchange students from partner universities

The BBA3 Program fully integrated into the regular INSEEC BBA curriculum is a part of the “International cycle” of studies destined for deepening the management knowledge and bringing an international dimension to the study program.

Business Administration oriented courses taught both in French and English are concentrated around three units:

- **International Business Competencies and Methods courses** are focused on management sciences providing with knowledge and competencies related to company financial management, corporate and strategic marketing operational tools to build up an appropriate plan of action;
- **International Business Culture and Liberal Arts courses** focusing on cultural awareness and international mindset help students to figure out the company position in the geopolitical, economic, sociological and legal context and to be receptive to CSR (Corporate Social Responsibility) notions;
- **International Management and Personal Skills courses** are designed to put the theory and acquired tools into practice through teamwork and project management-based activities. Students can practice necessary tools related to team management and company development within a global approach to corporate strategy and the international environment.

Admission requirements

- | Exchange students are selected by their home university. INSEEC BBA reserves the right to check the authenticity of all documents submitted in support of applications. Are considered students' academic portfolio, pre-prerequisite motivation;
- | This list is subject to change before the start of the academic year. We will inform you accordingly.
- | Courses between different programs (or different BBA4 Majors) cannot be mixed;
- | **When choosing a program, students must take all listed courses. Only the courses indicated as "optional" are not mandatory;**
- | Several available spots being limited per program, a “first come - first served” basis will apply. If necessary, an alternative campus or program will be proposed;
- | The International Relations Office reserves a right to modify the program and/or campus initially chosen by a student if the application and/or academic requirements are not met.

Program contents

Courses Listing	Language	ECTS
INTERNATIONAL BUSINESS COMPETENCIES & METHODS		
Financial Diagnosis	EN	3
International Business and Innovation	EN	3
Global Marketing and Data Management	EN	3
Management & Leadership	EN	3
INTERNATIONAL BUSINESS CULTURE AND LIBERAL ARTS		
Strategic Business Intelligence	EN	3
Negotiating in a Foreign Language (mandatory second language): French for beginner OR French for advanced OR advanced German OR advanced Italian OR advanced Spanish (other languages may be possible upon request)		2
<i>Option: Third Language (German OR Italian OR Spanish - other languages may be possible upon request)</i>		
International Negotiation and Doing Business in...	EN	3
INTERNATIONAL MANAGEMENT AND PERSONAL SKILLS		
Start-Up Challenge	EN	2
Project Management (Online) + Global Business Consulting Project	EN	2
Consumer Behavior Analysis	EN	3
Geostrategy	EN	3
TOTAL		30

At the date of printing, the information contained in this file was accurate, and as far as possible complete. If any changes or revisions to modules have taken place since then, students will be notified by their teacher at the beginning of the course in question.

INTERNATIONAL BUSINESS COMPETENCIES & METHODS

Financial Diagnosis

DESCRIPTION

The term diagnosis is borrowed from medicine: it is the fact of identifying a disease by spotting signs or symptoms.

When we make a diagnosis, we proceed to stage first, we identify signs or symptoms that reveal difficulties, for example cash flow problems.

We try to identify the causes of these difficulties, for example, the weakness of the capital.

Finally, we propose remedies, for example an increase in capital or a long-term loan.

The financial diagnosis is prospective. It is interested in the future of the company, but cannot be carried out without implementing a financial analysis;

LEARNING OBJECTIVES / OUTCOMES

The objective of this course is to provide students with the tools and techniques that will allow them, on the one hand, to detect the symptoms (revealing phenomena) that may hinder the proper functioning of the company.

On the other hand, to take corrective decisions when necessary (short and long term).

Students will be able to conduct a combined analysis of the balance sheet and income statement in order to make a judgment on the financial health of the company.

The scope of accounting is also an important factor for companies expanding through external growth. Students will be able to analyze the consolidated accounts of groups.

PREREQUISITES

Mastery of financial analysis tools and ease in reading summary financial statements (balance sheet and income statement).

ASSESSMENT

Continuous assessment, individual, written assignment, **MCQs**: 50%.

A mark will be given for participation: questions, going to the blackboard to correct exercises, absences, lateness, seriousness or on the contrary chattering, etc.

Final exam: 50%.

INTERNATIONAL BUSINESS COMPETENCIES & METHODS

International Business and Innovation

DESCRIPTION

Innovation has transformed international business. MNCs are not only pushed to develop innovative products and services, they are also being forced to rethink their business models in order to compete with agile, 'born global' actors. Through case studies, students will learn about different forms of innovation and how they are being leveraged by companies to maintain their competitive advantage in the global marketplace.

LEARNING OBJECTIVES / OUTCOMES

Studying and understanding the company's potential
 Defining and proposing to management a strategy for the company
 Setting up development projects
 Ensuring a monitoring function on a French or foreign market
 Detecting opportunities and risks of launching an innovative project on the national and international

PREREQUISITES

International Management and Globalization course.

ASSESSMENT

Continuous assessment and final exam.

INTERNATIONAL BUSINESS COMPETENCIES & METHODS

Global Marketing and Data Management

DESCRIPTION

The Marketing course is designed to provide students with a theoretical and practical understanding of the dynamic interplay between global and local forces, and how to accomplish global marketing communication goals.

Thus, the core objective of this class is to develop an ability to analyze and map out persuasive communication strategies that are effective in international markets. Students will learn how different disciplines work together –including account direction, research, strategy, media, and creativity– and to better understand the why, how, and what of marketing communication.

LEARNING OBJECTIVES / OUTCOMES

Identify the marketing objectives/opportunities and critical data through secondary research, to decide which brand to assist in marketing communications and the overseas location where it can be promoted.

Classify various internal (e.g. agency experts) and external (e.g. overseas media agencies, channel partners, etc.) stakeholders in order to ensure the smooth execution of marketing communication activities in international locations.

Examine and evaluate the strengths and weaknesses of marketing communication tools, based on marketing communication theories, necessary to chart out a robust integrated marketing communication plan.

Design an international marketing communication strategy and plan a marketing pitch with strategic recommendations and a timeline of promotion activities.

PREREQUISITES

Marketing course.

ASSESSMENT

Continuous assessment, group: 50%.

Final exam, group: 50%.

INTERNATIONAL BUSINESS COMPETENCIES & METHODS

Management & Leadership

DESCRIPTION

Understand the different forms of management and their impact on the organization.
Know how to empower teams with an adapted and motivating delegation method.
Know how to manage change and support growth.
Develop a leadership posture that empowers and appreciates or remain a manager.

LEARNING OBJECTIVES / OUTCOMES

Build a team, integrate new employees.
Leading a team of employees.
Organize and manage information systems.
Use strategic tools.
Understand the company's environment and detect significant elements.

PREREQUISITES

None.

ASSESSMENT

Continuous assessment, individual, 2 hours: 70%.
Continuous assessment, online exam: 30%.

INTERNATIONAL BUSINESS CULTURE AND LIBERAL ARTS

Strategic Business Intelligence

DESCRIPTION

Understanding why economic environment leads to increasing EI needs.
Understanding the 3 IEI pillars (intelligence/security/influence).
Understanding cyberthreats and cybersecurity issues.
Quick overview of crisis management and legal threats.
Familiarization with to do and not to do iec items for company staff.
All topics include case studies.

LEARNING OBJECTIVES / OUTCOMES

Monitor French and foreign markets.
Detecting opportunities and risks for commercial development on a national and international level.
Analyze the impact of major changes in the company's economic and social environment.
Understand the company's environment and detect significant elements.
Analyze all forms of risk.

PREREQUISITES

Porter's 5 forces (corporate strategy).

ASSESSMENT

Continuous assessment group presentation: 50%.
Final exam, individual, 2 days: 50%.

INTERNATIONAL BUSINESS CULTURE AND LIBERAL ARTS

Negotiating in a Foreign Language (mandatory second language): French for beginner OR French for advanced OR advanced German OR advanced Italian OR advanced Spanish (other languages may be possible upon request)

DESCRIPTION

Negotiations and situational exercises in a professional context.

LEARNING OBJECTIVES / OUTCOMES

Understand the business world, understand the ecosystem of an organization, be a force of proposal for his company.

Develop the visibility of the company and its sales and marketing in an international environment

Manage a team, take responsibility and show leadership.

Use decision-making tools and have a fine-tuned approach to budget management in his/her field of responsibility, be able to communicate effectively with the company's accounting department.

Develop a capacity for macro-analysis of one's work environment, markets and financial flows in a globalized environment.

Monitor opportunities, protect one's professional working environment and master the legislative framework in one's field of responsibility.

PREREQUISITES

French: none.

Other languages: advanced level.

ASSESSMENT

Continuous assessment, group presentation: 70%.

Continuous assessment, individual: 30%.

INTERNATIONAL BUSINESS CULTURE AND LIBERAL ARTS

Option: Third Language (German OR Italian OR Spanish - other languages may be possible upon request)

DESCRIPTION

Consolidation of linguistics skills and ability to understand academic texts.
Comprehension and answers to newspapers and academic articles.
Popular sayings.
Culture, history, and literature.
Types of letters.

LEARNING OBJECTIVES / OUTCOMES

Consolidate ability to read and write in a foreign language accurately.
Acquire the necessary vocabulary useful for professional and academic studies.

PREREQUISITES

Advanced level.

ASSESSMENT

Continuous assessment.
Final exam.

INTERNATIONAL BUSINESS CULTURE AND LIBERAL ARTS

International Negotiation and Doing Business in...

DESCRIPTION

Content course in English.

Focused on negotiating in an international environment through role plays.

LEARNING OBJECTIVES / OUTCOMES

Study and diagnose the company's potential.

Define and propose a strategy for the company to the hierarchy.

To manage development projects.

Monitor the French and foreign markets.

Detect opportunities and risks of commercial development on a national and international level.

PREREQUISITES

Negotiation skills course.

English level B2.

ASSESSMENT

Continuous assessment.

Final exam.

INTERNATIONAL MANAGEMENT AND PERSONAL SKILLS

Start-Up Challenge

DESCRIPTION

Business game in teams of 6 to 8 students concerning recommendations on sales, marketing, communication, etc. for local start-ups, chosen and selected by the school.
3 days of intense work, under the supervision of a coach from the school who guides and advises.

LEARNING OBJECTIVES / OUTCOMES

To approach teamwork on a business model.
Have an experience of adaptation and immersion in the business world.

PREREQUISITES

None.

ASSESSMENT

File and oral defense (group).

INTERNATIONAL MANAGEMENT AND PERSONAL SKILLS

Project Management (Online) + Global Business Consulting Project

DESCRIPTION

The course of Project Management aims to help individuals and researchers to deepen their knowledge in one of the most important and modern scientific fields. More specifically, its purpose is to provide the necessary resources to individuals wishing to upgrade their professional prospects, by cultivating skills related to the modern methods of designing, monitoring, selection, evaluation methodology and project budgeting. Topics such as the bureaucratic practices of project management, the management principles and the tools used in projects' execution, the management of human resources and the formulation of an effective policy control, are included in the course, so that learners are able to effectively use the entire range of tools, techniques and methods that make up the main body of knowledge in project management.

The objective of this project is to position students as junior consultants to address issues related to a company.

LEARNING OBJECTIVES / OUTCOMES

Building a team, integrating new employees.
 Leading a team of employees.
 Organizing and managing information systems.
 Using strategic tools.
 Understanding the company's environment and detecting significant elements.

PREREQUISITES

Notions of International Management.

ASSESSMENT

Continuous Assessment.
 Final exam.

INTERNATIONAL MANAGEMENT AND PERSONAL SKILLS

Consumer Behavior Analysis

DESCRIPTION

The objective of this course is to mix concepts of consumer behavior (theoretical elements) with more practical concepts of analytical marketing. The purpose of this course is to make students aware of the main marketing decision-making tools, based on the study of consumer behavior such as consumer panels, usage, and attitude studies (U&A) or even AdHoc studies.

LEARNING OBJECTIVES / OUTCOMES

Set annual marketing and sales plans.

Organize and manage the implementation of marketing and sales plans.

Monitor and analyze results.

Understand the company's environment and identify significant elements.

PREREQUISITES

Marketing fundamentals course.

Product and Service Marketing course.

ASSESSMENT

Continuous assessment: 50%.

Final exam: 50%.

INTERNATIONAL MANAGEMENT AND PERSONAL SKILLS

Geostrategy

DESCRIPTION

This course provides students with knowledge of the major theories of international relations.

It is taught in a flipped classroom format. Students work individually and in groups.

The goal is to give students the theoretical keys to better decipher international news.

As a reminder, the objective of the courses in this department is not only to deepen the general culture of the students, but to do so by developing methods of work, reflection, and organization of thought that will be useful to them in business.

For each session of this course, each student will read a file on a theoretical approach to international relations.

They will then take a quiz to validate their understanding of the reading material.

During each session, in teams, students will choose a topic on which the theoretical approach of the session can provide a relevant analytical view.

They will then write a short paper explaining how the event can be analyzed thanks to this theoretical approach, in an argumentative way.

LEARNING OBJECTIVES / OUTCOMES

Research skills.

Writing and synthesis skills.

Analytical skills.

Knowledge of history and current affairs and general culture.

Argumentation skills.

Critical analysis skills.

Handling of theoretical concepts.

PREREQUISITES

None, except to be able to read and write and to come to class with a spirit of curiosity.

ASSESSMENT

Continuous assessment, individual and group.