

International Business with France (DU IBF)

Fall Semester / Semester 1

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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European HistoryUniversity
Diploma

1 - Fall semester

20

1,5

An in-depth study of European history from the 15th century through the modern day.

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EU History, structures and policiesUniversity
Diploma

1 - Fall semester

20

1,5

The Origins and development of the EU. Basic concepts and stages of economic integration

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Negotiating techniquesUniversity
Diploma

1 - Fall semester

20

1,5

Different negotiating techniques and how to use them to achieve commercial objectives

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Negotiating in practiceUniversity
Diploma

1 - Fall semester

20

1

Practical negotiating situations in an international context (buyer/seller/partners...)

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Principles of managementUniversity
Diploma

1 - Fall semester

20

2

Management theory; motivations, decision-making, strategy, planning, leading, organising and controlling

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Project management	University Diploma	1 - Fall semester	20	1
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History of project management, tools and implementation

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Doing business in France	University Diploma	1 - Fall semester	20	1,5
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The specificities of french business environment, legal structures, markets and practices

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Selling in other countries	University Diploma	1 - Fall semester	20	1
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Specificities of the business environment, legal structures, markets and practices in a variety of other countries

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International business	University Diploma	1 - Fall semester	20	1
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Theory of international business, means of selling abroad, foreign direct investment, international risk management, counter-trade

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Business project	University Diploma	1 - Fall semester	20	1
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Entrepreneurship. From the idea, to the business plan and implementation

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Research project	University Diploma	All year	40	2
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The aim of the class is to give the student an opportunity to carry out research on a business topic and to produce a written report which is defended orally at the end of the semester. This research can be done as the basis or foundation for a final year dissertation or thesis in the student's home university.

Spring Semester / Semester 2

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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France as a tourist destination

University
Diploma

2 - Spring semester

40

2

Understand terminology appropriate to the tourism industry. Appreciate the scope and complexity of tourism industry in France

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EU : unity and diversity

University
Diploma

2 - Spring semester

20

1,5

Historical background, the EU today, the Eurozone, Eu and it scitizens, the EU in the world

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Cross-cultural communication theory

University
Diploma

2 - Spring semester

20

1

The different components which have an influence on the process of communication and scientific approaches to cross-cultural communication

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Cross-cultural communication in practice

University
Diploma

2 - Spring semester

20

1,5

Understanding cultural diversity : high and low context cultures ; collectivist culture ; monochromic – polychromic time ; interpersonal space ; language – Examples and applications

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International business communication

University
Diploma

2 - Spring semester

20

1

Communication media and supports for international business. Specificities and necessities for foefeign markets.

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Export sales management	University Diploma	2 - Spring semester	20	1,5
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The internationalisation process: operations management (logistics, commercial and financial aspects)

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International marketing	University Diploma	2 - Spring semester	20	1
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Specificities of international marketing. Strategies for internationalisation and adapting the marketing mix

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Business strategy	University Diploma	2 - Spring semester	20	1
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Nature of Strategy & Strategic Decisions; Characteristics of Strategic Decisions; Levels of Strategy; Strategic Management; Strategic Choices; Understanding Strategy; Development Strategy.

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Fundamentals of finance	University Diploma	2 - Spring semester	20	1,5
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Income statement, balance sheet, budgeting, ratios and control