

## Applicable Foreign Language

## Undergraduate Studies

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Introduction to the civilization of English-speaking countries :

Undergraduate

1 - Fall semester

40

3

3 courses: British, Irish and American civilizations 1

An introduction to the geography and demography in the United States of America, in the Irish Republic and into the United Kingdom.

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Introduction to the civilization of English-speaking countries :

Undergraduate

1 - Fall semester

30

3

3 courses: British, Irish and American civilizations 2

An introduction to the geography and demography in the United States of America, in the Irish Republic and into the United Kingdom.

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Introduction to the civilization of English-speaking countries :

Undergraduate

1 - Fall semester

20

3

3 courses: British, Irish and American civilizations 3

An introduction to the geography and demography in the United States of America, in the Irish Republic and into the United Kingdom.

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Principles of Information Design

Undergraduate

1 - Fall semester

10

3

Étude des principes cognitifs et ergonomiques à la base d'une conception de l'information efficace, avec applications à divers métiers associés à la communication technique : spécialiste de langage clair et simple, conception graphique et visuelle, utilisabilité, architecture de l'information, conception interaction, rédaction technique.

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Information design techniques

Undergraduate

1 - Fall semester

20

3

Conception et réalisation de différents types d'information (plaquette, notice utilisateur, diapositifs, site web...), selon les principes développés dans le cours de 'Principles of Information Design' (S4), dans les trois langues des étudiants.

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Linguistics

Undergraduate

1 - Fall semester

20

3

Language is multi-faceted. Knowing how it works at all levels is important for communication professionals. This lecture course is an introduction to the study of linguistics, and is designed to help future communication and language professionals reflect on how the object of their work -- language -- "works", from the smallest micro structures (phonemes, morphemes) to the wider macro structures that organize interaction in society.

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Import/Export tools

Undergraduate

1 - Fall semester

20

3

Export pricing and payment policies. Construction of an export price taking into account commercial, logistical and financial constraints. Selecting and applying appropriate payment techniques and methods.

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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**Cross-Cultural Communication** Undergraduate 1 - Fall semester 40 6

**1. Cross-Cultural Communication Theory (20h)**

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

**2. Cross-Cultural Communication in practice (20h)**

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

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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**International business communication & Export sales management & International marketing** Undergraduate 1 - Fall semester 60 6

**1. International business communication (20h)**

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

**2. Export sales management (20h)**

The internationalisation process: operations management (logistics, commercial and financial aspects)

**3. International marketing (20h)**

Specificities of international marketing. Strategies for internationalisation and adapting the marketing mix

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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**Business strategy & Fundamentals of finance** Undergraduate 1 - Fall semester 40 3

**1. Business Strategy (20h)**

Nature of Strategy & Strategic Decisions; Characteristics of Strategic Decisions; Levels of Strategy; Strategic Management; Strategic Choices; Understanding Strategy; Development Strategy.

**2. Fundamentals of finance (20h)**

Income statement, balance sheet, budgeting, ratios and control

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**Introduction to the civilization of  
English-speaking countries :**

Undergraduate

2 – Spring  
Semester

20

3

**3 courses: British, Irish and  
American civilizations**

An introduction to the geography and demography in the United States of America, in the Irish Republic and into the United Kingdom.

## Master Studies

### Fall Semester / Semester 1

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**EC 3 : American cultural studies**

Master

1 - Fall semester

10

2

The first part of this lecture will be devoted to a presentation based on the american perspective of the Cultural Studies, especially community and identity issues. The second part will focus on the evolution of the Cultural Studies throughout the globalization, the transformations of the nation-states, the actual changement of societies regarding social and economics aspects.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**EC1 :Tools and techniques for  
international trade**

Master

1 - Fall semester

20

1,5

To enable students to be aware of and to use the fundamental tools and techniques in international business. To understand the fundamental tools and techniques in international business and to be able to appreciate their pertinence to specific situations within the international business environment. To critically select, apply and evaluate the different tools and techniques. 1. Incoterms in theory and in practice 2. International logistics and export pricing 3. Means and techniques of international payments

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**EC 3 : Societal and cultural  
concepts in the English-speaking  
world 1**

Master

1 - Fall semester

20

3

L'Anglosphère, notion intimement liée à l'expérience coloniale, ne peut se réduire à une description ou une analyse du monde de l'anglophonie. Laissant de côté les pays issus essentiellement d'un peuplement européen (États-Unis, Canada, Australie), cet enseignement se concentrera sur les pays de rencontre entre les cultures colonisatrices et les cultures des peuples colonisés. Il s'agira de présenter le concept d'Anglosphère et de montrer les apports qu'il peut faire à la compréhension du monde et plus particulièrement de certaines puissances émergentes en mettant leur diversité et leurs points communs en perspective de façon à dégager une grille de compréhension, parcellaire certes, mais utile au futur diplômé.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**Societal and cultural concepts in  
the English-speaking world 2**

Master

1 - Fall semester

10

2

L'Anglosphère, notion intimement liée à l'expérience coloniale, ne peut se réduire à une description ou une analyse du monde de l'anglophonie. Laissant de côté les pays issus essentiellement d'un peuplement européen (États-Unis, Canada, Australie), cet enseignement se concentrera sur les pays de rencontre entre les cultures colonisatrices et les cultures des peuples colonisés et fait suite au cours du semestre 1. Cette seconde partie portera sur un nombre de pays et/ou régions à statut spécial choisis en fonction de leur importance démographique, politique ou économique.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**Societal and cultural concepts in  
the English-speaking world 3**

Master

1 - Fall semester

10

2

Mobilities, communities and solidarity : Traditionnellement associé à des disciplines comme la géographie ou la sociologie, le terme de mobilité, et sa version plurielle, mobilités, sont devenus des concepts incontournables pour une meilleure compréhension de la mondialisation. Cet enseignement se propose ainsi d'explorer les interactions économiques, sociales et culturelles en portant un regard particulier sur certaines communautés, anciennes ou plus récentes, installées dans le monde anglo-saxon ou au-delà de ses frontières via le phénomène de diaspora, ainsi que les réseaux et formes de solidarité qui en découlent.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**UE Research & TIC**

Master

1 - Fall semester

20

3

**1. Research project level 1**

The purpose of this course is to help you get started on your research project by presenting issues and providing practice in scientific writing. At the end of this year (M1), you will submit an individual research paper on a topic in your study area. The research paper will use your documentary research, and will present a literature review of the essential points of your topic. This semester we will be working on : Choosing your research topic ; Formatting the references section (APA style) ; Citing sources without plagiarizing ; Integrating sources using generalizations and paraphrases.

**2. ICT Tools for research production**

This aim of this course is an introduction to the reference and citation management software Zotero in order to better equip you for conducting your personal research projects throughout your Master's course. Zotero is open-source software and runs on both PC and Mac.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**Research project level 2**

Master

1 - Fall semester

10

3

The purpose of this course is to continue providing support for your research project by providing practice in scientific writing.. At the end of this year (M1), you will submit an individual research paper on a topic in your study area. The research paper will use your documentary research, and will present a literature review of the essential points of your topic. This semester we will be working on : Writing the synthesis, by incorporating outside sources; Writing the literature review ; Writing the introduction to a research paper .

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**Research project level 3**

Master

1 - Fall semester

10

3

The purpose of this course is to continue providing support for your research project by providing practice in scientific writing. At the end of this year (M2), you will submit an individual research paper or Masters thesis on a topic in your study area. The research paper/thesis will describe your research question and use your documentary research in a literature review to present the essential theoretical and background issues of your topic. It will also present the results of your study based on a clear methodology. This semester we will be working on : Clarifying the research question; Constructing scientific hypotheses; Writing a synthesis.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**UE Outils du Commerce  
International**

Master

1 - Fall semester

30

4

**1. Global supply chain management**

This course covers the fundamentals of the SCM which is the management of material and information flow in a supply chain to provide the highest degree of customer satisfaction at the lowest possible cost. SCM requires the commitment of supply chain partners to work closely to coordinate order generation, order taking, and order fulfillment. SCM is the oversight of materials, information, and finances as they move in a process from supplier to manufacturer to wholesaler to retailer to consumer.

**2. Principles of international marketing & solidarity marketing**

The purpose of this course is to explain how International Marketing is the application of marketing principles to satisfy the varied needs and wants of different people residing across the national borders. The International Marketing is to undertake the marketing activities in more than one nation. It is often called as Global Marketing, i.e. designing the marketing Mix ( Product, price, place, promotion) worldwide and customizing it according to the preferences of different nation people.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**International business skills**

Master

1 - Fall semester

20

1,5

To thrive in the world of international business today demands an entirely different set of skills than was expected even a decade ago. Now more than ever, global professionals face a business environment which is volatile, uncertain, complex, and ambiguous. The skills needed to navigate this new, globalized business landscape aren't the "hard skills" of, say, analysis or accounting. While strong technical know-how is still essential, it is the "soft skills" that can mean the difference between survival and true success in international business. Students will improve personal qualities and develop the capability of adjusting to local culture, as well as develop knowledge and skills in the fields of International Branding, Human Resource Management, Social Business Skills and International Marketing Communication whilst doing business in an international context, with a particular emphasis on negotiation.

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**Corporate reporting 1**

Master

1 - Fall semester

20

1,5

The aim of this course is to prepare students in project engineering to face some professionals situations, including speaking in english, into a company (job interviews, debates, business meetings)

**Courses**

**Level of studies**

**Semester**

**Number of hours**

**Number of ECTS  
delivered**

**The impact of fair trade on social  
and economic development in the  
United States**

Master

1 - Fall semester

20

1,5

Ce cours ambitionne de traiter les questions d'équité dans le cadre des échanges socioéconomique depuis la crise de 2007. La perspective d'analyse proposée est américaine et se construit selon trois axes, apprécier les constats nés de la crise de 2007 et les solutions envisagées depuis lors, en étudier les conséquences mondiales à partir des rencontres internationales organisées autour du commerce équitable, évaluer les rapports de domination mis en œuvre dans les échanges commerciaux Nord, Sud qui veulent s'appuyer sur de nouveaux rapports et de nouvelles règles d'équité.

## Spring Semester / Semester 2

**Courses**

**Level of studies**

**Semester**

**Number of  
hours**

**Number of ECTS  
delivered**

**Research project level 4**

Master

2 - Spring semester

10

3

The purpose of this course is to continue providing support for your research project by providing practice in scientific writing. At the end of this year (M2), you will submit an individual research paper or Masters thesis on a topic in your study area. The research paper/thesis will describe your research question and use your documentary research in a literature review to present the essential theoretical and background issues of your topic. It will also present the results of your study based on a clear methodology. This semester we will be working on : Constructing an appropriate methodology; Writing the theoretical framework to your research question by incorporating outside sources (using APA style); Writing the introduction/abstract to a research paper ; Writing the methods section ; Writing the results section; Presenting data and commenting on data ; Visual support for oral presentation.

**Courses**

**Level of studies**

**Semester**

**Number of  
hours**

**Number of ECTS  
delivered**

**Theory of information design**

Master

2 - Spring semester

10

1

The purpose of this course is to work with you to broaden your understanding of how the textual and visual aspects of information design interact and impact the message. We will be studying two theories for information design : Information design theory : physical, cognitive and affective aspects (Carliner, 2001) ; A Unified theory of information design (Amare & Manning, 2013).



## Courses

## Level of studies

## Semester

Number of  
hoursNumber of ECTS  
delivered

The world of work 2

Master

2 - Spring semester

20

1,5

Organisé autour de plusieurs pays de l'aire anglophone, cet enseignement s'intéresse au marché du travail, à quelques aspects de la législation du travail et aux systèmes de protection sociale. Apport de connaissances sur quelques aspects de la législation du travail. Étude du fonctionnement de la protection sociale et son lien avec le monde du travail.

## Courses

## Level of studies

## Semester

Number of  
hoursNumber of ECTS  
delivered

Corporate reporting 2

Master

2 - Spring semester

10

1,5

Dans la continuité du cours Corporate Reporting 1, ce cours a pour objectif 1. de familiariser les étudiants en ingénierie de projet avec différents types de documents communément produits par /utilisés dans les grandes entreprises ("corporations") américaines, comme par exemple les "Annual Reports " et les "Codes of Business Conduct and Ethics" 2. d'aider les étudiants à améliorer leurs "writing skills" par la réalisation de travaux écrits à vocation professionnelle destinés aiguïser leurs capacités de compréhension, d'analyse, d'évaluation, de synthèse ou de développement.

## Courses

## Level of studies

## Semester

Number of  
hoursNumber of ECTS  
delivered

Diversity

Master

2 - Spring semester

20

1,5

This class focuses on the evolution of the concept of citizenship in the USA ever since the adoption of the civil rights act in 1964. Students work on the way American institutions have implemented the law over the last 50 years, on Supreme Court decisions and on policies adopted by companies to enforce the 1964 legislation.