**Brief overview of courses in Bachelor (Year 3)**

**Cross Culture management: Asia**

**Objectives**

This course will provide students with the fundamentals and tools necessary to understand the impact of culture on the self, and cope with it in the business environment. It allows for a comparison of the principal schools of thought in the area of cross-cultural communication and management. The course will provide students with an understanding of how to work and effectively lead others in a culturally complex environment. It will provide practical insights on concepts and tools used in the context of cross-cultural effectiveness and show them the core cultural differences between western Europe, France in particular, and China.

**Teaching Methods**

In order to understand cross cultural management, students must be willing to engage in various forms of pedagogical material. Therefore, we will use a mixture of lectures, readings, exercises, and group work.

**Strategy and International Development**

**Objectives**

The major purpose of this course is to enable students to reflect on, analyze, discuss on and understand issues such as:

-The concept of strategy, its origin, its history and its components

-The concept of international strategy, its determinant factors and its classification

-The way and the process by which the firm develops its international expansions

-The concept of cultural bloc, and its impacts on the international strategy formulation

-The impacts of internationalization on the managerial process, the organizational structure and the performance of the firm

In addition, this course seeks to enable students to have an excellent strategic design experience through conceiving an internationalization project for a French company.

**Teaching methods**

In order to ensure these learning objectives in an interactive pedagogic approach, all participants are asked to:

1. Ensure a regular attendance at all sessions.

2. Read all cited book chapters and academic articles.

3. Prepare two written analyses on two of the following cited academic articles. The written paper should be no longer than two pages.

4. Do a group presentation (3-4 students per group) on one of the sessions’ topics.

**Business Ethics**

**Objectives**

This course is intended as an introduction to general ethics, and more especially to business ethics. Ethical considerations have come to the forefront in corporations and in legal regulations, as well as in business schools, over the past few years, and business ethics has been the site of immense changes since the beginning of the third millennium. Recent scandals and international crises have proven that the “bottom line” for corporations involves more than just making profits: in order to succeed, a company needs to adopt ethical behaviour and strategies, beyond the limits of the merely “legal”. Government policies are also taking ethics seriously today, defining what before were common business practices, authorised by liberal economics and free-market mentality, as crimes against society, individuals, stakeholders and consumers, subject to severe sanctions. But business ethics is not merely about company policies, and involves workers at all levels of a corporation’s hierarchy. Ethics deals with how people ought to act, what is right and wrong, acceptable and unacceptable behaviour. However, the limits of these judgments are sometimes exceedingly difficult to distinguish, especially in the corporate world where private human interests are subjected to the greater needs of the workplace.

**Teaching methods**

Ethics is essentially about thinking critically, examining different sides of an issue so as to arrive at the most suitable solution. Business ethics falls, moreover, into the field of “applied ethics”: applying moral deliberation to concrete issues. This course will therefore incite students to reflect on different ethical problems (hypothetical or real), and to participate in class debates. Students will be required to do research on contemporary ethical issues and present their research orally and in the form of written papers. Extensive work will be done with case studies, and students will be asked to reflect on their own work experience, and ethical dilemmas with which they may have had to deal. These different approaches will complement weekly textbook reading assignments, in the aim of enabling students to draw a parallel between real-world experience and conceptual approaches to ethics and ethical dilemmas. Regular quizzes will be given based on readings, followed by a more comprehensive final exam

**Business Intelligence**

**Objectives**

The core objectives of the course are to:

-Understand the organizations and the challenges they face in the macro-environment, the industry, with competition

- Set up an informational strategy to capture and analyze information

- Know & master different tools for analyzing & making decisions

**Teaching methods**

Case study

**E-marketing : Project Management and Development**

**Objectives**

1) 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.

2) To be able to design, create, and publish a basic commercial website. To incorporate marketing principles into the website. To acquire the basics technical skills to be able to interface with web-design technicians.

**Teaching methods**

Lectures, Reading, workgroups, case studies and exercises

**International Economy and Finance**

**Objectives**

1. This module allows a better understanding of the current economic and financial environments.
2. Recent years have indeed seen the phenomenal evolution of market players with the development of a new financial governance. New aspects of finance must be fully understood by the students.

**Teaching methods**

Lectures

Exercises

Case Studies

**Cross Culture management: Communication and Negotiation**

**Objectives**

The main objective of this course is to provide students with a theoretical and practical framework, applied to managerial situations with East Asian partners. It enables students to apply a systematic and critical understanding of “culture” in order to enhance their performance and career prospects in an increasing global and multicultural business world.

**Teaching methods**

The seminar will be taught in an interactive manner. In addition to case studies, there are other reading materials that will provide a conceptual framework for the case analysis.

**Mandarin**

**Objectives**

The course is for the beginner students of Chinese language. It focuses on listening and speaking skills. The using materials are especially for foreign students at the elementary level. Each lesson consists of sentences, vocabulary, text, grammar, vocabulary extension, listening, speaking and pronunciation. In the class, the students will be separated in groups to do Role-play dialogue.

The students will have basic knowledge on Chinese language. They need to acquire the basic Chinese characters, words, sentence patterns in order to help them survive in China. They could use some Chinese in daily life, e.g. introduce themselves, shopping, ordering foods in restaurant etc. They should also have some basic knowledge on grammar of Chinese to help them learning Chinese further.

**Teaching methods**

-Face-to-Face course

-Oral exercise by group, Role-Play dialogue

**Company Project**

**Objectives**

Working with companies, it intends to provide students with broad exposure to the business environment in China/Asia, and to foster greater awareness of management performance and cultural diversity. This project is a credited course and it will provide to students the opportunity:

* carry out a real business issue
* develop business and cross cultural skills
* assess entrepreneurial opportunities locally in China or in Asia

Projects are precisely designed with sponsor companies or entrepreneurs and relate to real issues these companies are currently facing. Our students will aim to provide a tangible research output to the company. These projects may relate to any management fields although priority will be given to business development-related projects or entrepreneurial projects with strong potential.

**Teaching methods**

4-5 French students will collaborate with 1-2 Chinese students from top universities in Shanghai such as Fudan/TongJi to work as a team and spend two days each week on the project for 16 weeks.

-Final report

-Presentation with PPT