

MSc

FUNDAMENTALS IN MANAGEMENT

For the MSc

- International Business Development
- International Project Management
- Finance and Auditing

Program : 2008/2009

Faculty & Professionals – 2008/2009

ACADEMIC DIRECTOR PROGRAM COORDINATOR	MICHÈLE MICONNET DIRECTOR OF THE MASTERS PROGRAMS PROFESSOR IN INTERNATIONAL CORPORATE STRATEGY AND INTERNATIONAL BUSINESS GROUPE ESC CLERMONT FACULTY MEMBER	
Modules	Modules Coordinators	Teaching Staff
CONTROLLING AND FINANCE In partnership with MICHELIN	MORAD MOUSLI GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • André Cabannes – Associated Professor • Yvan Baturone - Michelin • Jean-Louis Vincent - Doctor in Economical Business Management
AUDITING AND RISK-MANAGEMENT	JEAN LOUIS VINCENT Head of the MSc Finance and Auditing	<ul style="list-style-type: none"> • Jean-Louis Vincent – Associated Professor
INTERNATIONAL TAXATION AND LAW IN PARTNERSHIP WITH FIDAL-KPMG CONSULTANCY AGENCY	FABRICE BIEN GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Dominique Andrieux - Fidal • Joël Barthes - Fidal • Catherine Pennec – Legal Department Director Limagrain
CORPORATE STRATEGY	ALEXANDRE ASSELINEAU GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Bertrand Valiorgue - Groupe ESC Clermont Faculty Member
INTERNATIONAL CORPORATE STRATEGY	MICHÈLE MICONNET DIRECTOR OF THE MASTERS PROGRAMS GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Michèle Miconnet - Groupe ESC Clermont faculty member • Vincent Gimet – General Manager - "France-Alimentaire" company
MARKETING	PASCAL BRASSIER GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Paul Geay - Groupe ESC Clermont faculty member • Bertrand Valiorgue - Groupe ESC Clermont faculty member • Christophe Benaroya - Consultant - Expert in B to B Marketing • Simon Mitchell - Consultant
INFORMATION SYSTEMS	LIONEL PRADELIER GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Lionel Pradelier - Groupe ESC Clermont teaching staff • Pascal Legrand – Groupe ESC Clermont teaching staff • Nathalie Mondanel – Associated Professor
LOGISTICS AND INTERNATIONAL TRANSPORT	MICHÈLE MICONNET DIRECTOR OF MASTERS PROGRAMS GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Jacques Pons - General Director of ANETYS Consulting (former Logistics Operations Director for GONDRAND, ALCATEL) • Michèle Miconnet - Director of the Master degrees - ESC Clermont • Vincent Gimet – General Manager - "France-Alimentaire" company
PERSONAL DEVELOPMENT	MICHÈLE MICONNET DIRECTOR OF MASTERS PROGRAMS GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Daniel Porot - Consultant Cabinet Porot, Geneva - Expert HRM • Michèle Miconnet - Director of the Master degrees - ESC Clermont • Helga Fouré-Joopen - Groupe ESC Clermont faculty member • Dave Sheehan - Groupe ESC Clermont faculty member • Kevin Metz - Groupe ESC Clermont faculty member • Claire Hubert – Groupe ESC Clermont faculty member
HUMAN RESOURCE AND MANAGEMENT	MARC LECOUTRE GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Marc Lecoutre - Groupe ESC Clermont faculty member • David Marker - Groupe ESC Clermont faculty member
PROJECT MANAGEMENT	MICHÈLE MICONNET DIRECTOR OF MASTERS PROGRAMS GROUPE ESC CLERMONT FACULTY MEMBER	<ul style="list-style-type: none"> • Michèle Miconnet - Groupe ESC Clermont faculty member • Eric Guillot-Director of Research Ecole Normal Sup' Lyon • Derek Wright – Consultant - Associated Professor • Walid Cherifi – Project Manager HP France
ENTREPRENEURSHIP	DEREK WRIGHT ASSOCIATED PROFESSOR	<ul style="list-style-type: none"> • Derek Wright –Consultant - Associated Professor

Marketing Fundamentals

Program : 2008/2009	ECTS credits:	Duration :	Academic Director :	Code :
MSc	4	Lesson : 4 D PW : 24 h	Michèle Miconnet	MSc – FM - 09

LECTURERS	Paul Geay: Full-time Professors, Groupe ESC Clermont
LY OBJECTIVES AND PROGRAM	<p>Day 1 : (6 hours) Objective To reach a good knowledge level of marketing process and concepts To cover the basic techniques of the Marketing Mix., Program, Introducing the marketing concept, Overview of Marketing survey methods</p> <p>1. Introduction to Marketing Concepts & definitions, Various faces of Marketing, Strategic Marketing : segmentation / targeting /positioning/volume draws Product / services/ Pricing/ Branding/ Distribution and sales network, Promotion media "below the line", Marketing control</p> <p>2. Marketing surveys Desk Research, Institutional sources, Print Data base, Marketing intelligence, Qualitative research, Interviews or focus group In-depth interview; semi directive interview, Interview guides and interview analysis, Quantitative research Building a sample Designing a questionnaire Straight / crossed analysis Personal work, research on Internet, mini , training case-studies, exercises (6 hours)</p> <p>Day 2 : (6 hours) Objectives To understand the consistency and interactions between Product , services , pricing and branding policies resulting in a "Marketing Offer". Program: Product / services</p> <ul style="list-style-type: none"> ▪ Designing the marketing offer : an arbitration ▪ Marketing offers according to marketing fields ▪ Optimization techniques of the product and the range ▪ Product ultimate goal : the P&L <p>Pricing optimization Break even Consumer price acceptance International pricing</p> <p>Branding Brands vs Private labels Factors of brands optimization Personal work, research on Internet, mini , training case-studies, exercises (6 hours)</p> <p>Day 3: (6 hours) Objectives : To have an overview of the media and non media tools of communication To focus on the advertising process and procedure Program : Communication key figures; major communication objectives, means and measure criteria Advertising, overview and key actors target defining the budget creative strategy media strategy and planning advertising control Personal work, research on Internet, mini , training case-studies, exercises (6 hours)</p>

LY OBJECTIVES AND PROGRAM	<p>Day 4 : (6 hours)</p> <p>Objectives :</p> <p>To learn internal and external analysis method, To use methods to consider strategy alternative To define a relevant marketing strategy before establishing and implementing a marketing plan</p> <p>Program :</p> <p>corporate strategy and marketing strategy the steps of strategy planning external analysis and matrixes internal analysis / BCG matrix The diagnosis Building tools of strategic alternatives Marketing strategy strategic marketing (targeting, positioning, draws) operation marketing (offer, sales and distribution, promotion : media and non-media)</p> <ul style="list-style-type: none"> - The marketing plan <ul style="list-style-type: none"> a) categories b) key factors of relevancy <p>Personal work, research on Internet, mini . training case-studies, exercises (6 hours)</p>
TEACHING METHODS	<p>Lecture, mini–cases and exercises in teamwork , personal research on Internet</p>
METHOD OF ASSESSMENT	<p>Individual assessments : in class 4 hours individual case study - at the end of the module</p>
LANGUAGE	<p>English</p>
BIBLIOGRAPHY	<p>“ Marketing – an introduction” by G. Armstrong & Ph. Kotler Pearson / Prentice Hall 2007 – 8th edition</p> <p><u>Available in Centre de Documentation et d'Information:</u></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/ ARNOTT 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; DOOLE Isobel; LOWE Robin. ROUTLEDGE, 1994 - International marketing strategy/ BRADLEY Frank; PRENTICE HALL, 2006 - Marketing: concepts and strategies/ PRIDE William M.; FERRELL Q.C... HOUGHTON MIFFLIN COMPANY, 1999 - Services marketing, People, technology, strategy/ LOVELOCK Christopher; WIRTZ Jochen. PEARSON EDUCATION, 2003

Accounting and Finance Fundamentals

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		Accounting : 2 Finance : 2	Lesson : 33 h	Michèle Miconnet	
LECTURERS	Coordinator : André Cabannes - Associated Professor				
OBJECTIVES	1st part : The fundamentals of Accounting Basis of accounting = understanding the accountancy translation of doing business Financial Analysis = understanding the financial basic briques for doing business Accounting rules = understanding the impact of international standards US GAP vs french PCG 84 2nd part : Introduction of anglo-saxon accounting <ul style="list-style-type: none"> ▪ To understand the basics of Anglo-Saxon Accounting concepts and principles and be able to apply them to the analysis of business situations ; ▪ To understand the contents of and the preparation of an income statement, statement, statement of owner's equity; and a balance sheet; To review some current international accounting standards and practices.				
PROGRAMS	1st part : The fundamentals of Accounting <ul style="list-style-type: none"> ▪ INTERNATIONAL ACCOUNTING <ul style="list-style-type: none"> ▪ Purchasing ▪ Producing ▪ Selling ▪ Stocking ▪ Assets ▪ Taxes ▪ Salaries ▪ Consolidating ▪ Mergers and acquisitions ▪ Balance sheet ▪ profit & Loss Account ▪ Equity- Debt ▪ From Net working Capital to Treasury ▪ Cash- Flow ▪ BUDGETING / PLANNING <ul style="list-style-type: none"> ▪ Budgeting process of a company ▪ Techniques and tools Main difficulties and opportunities 2nd part : Introduction of anglo-saxon accounting The course consists of an overview of Anglo Saxon accounting practices and procedures as applied in today's business world. Balance sheets and income statements will be reviewed together with inventory, long-lived assets and depreciation. A review of shareholders' equity, mergers and acquisitions will also be conducted. Current financial issues including the new International Accounting Standards will be discussed.				
TEACHING METHODS	The seminar will be conducted with PowerPoint slides and involve short LECTURERS, and practical exercises. Emphasis will be placed on ensuring students' comprehension of Marketing concepts as applied in international markets				
METHOD OF ASSESSMENT	Final examination				
LANGUAGE	English				

BIBLIOGRAPHY

- Horngren, Sundem, Elliott, Introduction to Financial Accounting, Pentice Hall, 2002
- Horngren, Harrison, Lemon, Financial Accounting, Prentice Hall Canada, 1997

Certified General Accountants' magazines (Canada)

Available in Centre de Documentation et d'Information:

- Accounting Theory and Practice/ GLAUTIER M W E; UNDERDOWN B. PITMAN PUBLISHING, 1992
- Accounting for non-accounting students/ DYSON John R... PITMAN PUBLISHING; FINANCIAL TIMES, 1997
- Corporate Financial Accounting and Reporting/ SUTTON Tim. PRENTICE HALL, 2004
- Introduction to financial accounting/ HORNGREN Charles T.; SUNDEM Gary L.; ELIOTT John A.; PHILBRICK Donna R.. PEARSON EDUCATION, 2006
- Fundamentals of multinational finance/ MOFFETT Michael H.; STONEHILL Arthur I.; EITEMAN David K.. ADDISON-WESLEY, 2003
- Management accounting for non-specialists/ ATRILL Peter; McLANEY Eddie. PRENTICE HALL, 1995
- Management accounting for decision makers/ ATRILL Peter; McLANEY Eddie. FINANCIAL TIMES PRENTICE HALL, 2007
- Students' guide to accounting and financial reporting standards/ BLACK Geoff. FINANCIAL TIMES PRENTICE HALL, 2003
- The essence of financial accounting/ CHADWICK Leslie. PRENTICE HALL, 1991
- The Essence of Management Accounting/ CHADWICK Leslie. PRENTICE HALL, 1991

International Commerce Fundamentals

ONLY FOR IPM and IBD STUDENTS

Program : 2008/2009		ECTS credits :	Duration :	Academic Director :	Code :
MSc		4	30 hours	Michèle Miconnet	
LECTURERS	<ul style="list-style-type: none"> ▪ Coordinator : Michèle Miconnet – Director of the Master programs ▪ Vincent Gimet – General Manager – France Alimentaire 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ To acquire a good knowledge of the main exportation concepts and methods, taking into account its last evolutions 				
PROGRAM	<ul style="list-style-type: none"> ▪ Export diagnosis ▪ Strengths and weaknesses of the Company ▪ Definition of Export Objectives of the Company ▪ Definition of the export budget ▪ Selection of the target markets (3 hours) ▪ Identification and selection of the new markets to be prospected ▪ Analysis of the existing export turnover per open market ▪ Market research ▪ Choice of the channels of distribution ▪ Definition of the export commercial strategy according to the marketing mix key points ▪ Commercial Prospection – commercial follow-up ▪ Commercial Methodology ▪ Organising the commercial prospection ▪ Pricing the products ▪ Management of the order ▪ Logistic approach ▪ Incoterms ▪ International means and costs of transport ▪ Custom and duties ▪ Financial approach ▪ Methods of payment ▪ Letter and documentary credit ▪ Staying out of the troubles : managing export risks ▪ Intellectual property rights ▪ Insurances ▪ Government programs for export assistance ▪ 1 case-study (for training before the final assessment) : work in team (3-4 students) + debriefing ▪ 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ Courses, ▪ Exercises - application work ▪ Case studies 				
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ A case study at the end of the «Fundamentals» program – Individual – with documents 				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				

BIBLIOGRAPHY

- Barrelier – Duboin – Duphil – Gevaudan-Contal – Grataloup – Kuhn – Levy – Paveau – Sarhan et la collaboration du CFGE -
- Exporter: Pratique du Commerce International - Edition Foucher 2006
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BIBLIOGRAPHY

In English
 Exploring Corporate Strategy (2005), *Johnson G. & Scholes K.*, 7th edition, Prentice Hall.
 Strategic Management (2005), *Fred R. David*, 10th edition, Pearson Education International
 Other references will be given during the course

In French
 Stratégor (2005), *ouvrage collectif*, 4ème édition, Dunod
 Stratégie de l'entreprise (2003), *Gervais M.*, 5^{ème} éd., Economica
 La concurrence selon Porter (1999), *Porter M.*, Village Mondial
 L'avantage concurrentiel (1992), *Porter M.*, InterEditions, 5^{ème} éd.
 Les meilleures pratiques du management (2001), *Brilman J.*, Editions d'Organisation
 Le Guide du Benchmarking (2003), *Gautron J.*, Editions d'Organisation
 L'Intelligence Economique, mode de pensée, mode d'action (2001), *Levet J.L.*, Economica
 Les PME face au défi de l'Intelligence Economique (1997), *Hassid L. et alii*, Dunod

Available in Centre de Documentation et d'Information:
 Strategic Management An integrated Approach/ *HILL Charles W.L.; JONES Gareth R.*... HOUGHTON MIFFLIN COMPANY, 2007
 Strategic management in a global economy/ *VERNON-WORTZEL Heidi; WORTZEL Lawrence H.* JOHN WILEY & SONS, INC, 1996
 Exporter trust, commitment and marketing control in integrated and independent export channels/ *SOLBERG Carl Arthur; NES Erik.* GROUPE ESC BORDEAUX, 2001
 International marketing and export management/ *ALBAUM Gerald; DUERR Edwin; STRANDSKOV Jesper.* PRENTICE HALL, 2004

Specific documents will be given during the introduction of the game.

Corporate Strategy Fundamentals & Business Simulation Game on line : Fa Strategy

Program : 2008/2009		ECTS credits :	Duration :	Academic Director :	Code :
MSc		3	Lesson : 30 h PW : 50 h	Michèle Miconnet	
LECTURERS	Bertrand Valiorgue – Full time Professor Groupe ESC Clermont Derek Wright - Associated Professor Thierry Saint-Luc –Associated Professor				
OBJECTIVES	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.		BUSINESS SIMULATION GAME ON LINE : FA STRATEGY 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 (industrials, commercial and logistical aspects) Learn to take commercial and financial decisions		
PROGRAMS	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.		One-line game with competition between the teams (intra et inter) - The participants are invited to manage international groups which are competitors bellowing to the same activity sector - An international group includes the company itself (which is the holding and the tour operator) and 2 subsidiary - The clients belong to two different culture ; the American and French one ; - Three different currencies : Euros , US Dollars and a virtual currency		
TEACHING METHODS	Lessons with presentation of visuals Working on documents A case study in small groups		Multidisciplinary on-line game Teamwork : the teams are in competition with each other and/or partners		
METHOD OF ASSESSMENT	The case study by small groups and the oral presentation (60 %) An individual written examination on a mini case (40 %)		No assessment: The results of each group will be given by the professors with feedbacks and comments.		
LANGUAGE	English				

Human Resources Management Fundamentals -1st Part

Program : 2008/2009	ECTS credits:	Duration :	Academic Director :	Code :
MSc	3	Lesson: 18 hours PW: 48 h	Michèle Miconnet	

LECTURERS	<ul style="list-style-type: none"> ▪ David Marker, Ph.D. – Full-time Professor
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OBJECTIVES	<ul style="list-style-type: none"> ▪ It is anticipated that most of you enrolled in this course will soon be seeking opportunities beyond those found within the comfy confines of this ancient building. Together we will reveal and begin to understand many of the realities that befall individuals and organizations involved in social situations. At the conclusion of this course, you should be familiar with some methods used to measure and motivate behaviour in organizations. Further, you should be able to discuss their value and offer suggestions for improvement. Additionally, you should be able to recognize various phenomena that exist in organizations and apply concepts that you have learned to a business or other organization.
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TEACHING METHODS	<p>This course is intended to blend theory and application. This will be achieved through reading, group presentations, group and individual experiential exercises, and lectures. It is important that the material is meaningful to you and to your social environment. Thus, you are encouraged you to bring your experiences to class - do not leave them at the office or at home. Please, feel free to share any news item that is pertinent to the topic</p>
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METHODS OF ASSESSMENT	<p>Grading: Whether implicit or explicit, performance evaluation occurs in virtually all group processes. The Graduate School of Management requires explicit measurement. Likewise, I prefer that our inter-relationship be explicit to the extent possible. Thus, I have adopted the following grading criteria:</p> <p>60% Exams: There will be one examination given. The questions will solely be essay and will consist of material covered in the seminar and.</p> <p>20% - Quizzes: There will be quizzes based on the reading assignment for that day.</p> <p>10% Group Work: Each person will be assigned to a group. These groups will change each class period. Each group member will evaluate all the other members of the group on criteria that will be distributed in class.</p> <p>10% Participation: Every person is expected to be prepared for every class. Preparation for a class is demonstrated by voluntary, articulate participation.</p> <p>ADDITIVES AND SUPER-ADDITIVES: Items in this section can enhance your grade.</p> <p>OCB: OCB is an acronym for "organizational citizenship behaviour." It is a concept widely used in organizations to describe behaviour that goes beyond what is required or prescribed. Organizations - and classes - depend on people who are willing to take certain tasks upon themselves that are not a part of their formal job description. Individuals who engage in OCB will be rewarded.</p> <p>REDUCTIONS: Items which will negatively affect your grade.</p> <p>Attendance: Attendance will be taken and your presence - or lack thereof - will be noted. Much of this class relies on experiential exercises and participation. Thus, attendance is mandatory and necessary to garner an understanding of the subject. Attendance will be taken each class time. I will follow the regulations of the school regarding grade reductions. No participation points will be earned while absent.</p> <p>Negative OCB: As with other types of behaviour, O.C.B. can be either positive or negative. Individuals who are not good members of society will receive negative attention and their behaviour will be considered at the time of final grading.</p> <p>CODE OF CONDUCT</p> <p>Much of the work in this course involves working in groups. However, quizzes, individual assignments, and examinations are the responsibility of the individual. Any person that gives or receives assistance in an individual assignment is guilty of academic misconduct. I will not tolerate activities that undermine academic integrity. If you are guilty of academic misconduct, you will not receive any credit for this course and your case will be forwarded to the academic council for additional sanctions.</p>
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LANGUAGE	<ul style="list-style-type: none"> ▪ English
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Information Systems Fundamentals

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		4	Lesson : 33 hours PW : 40 h	Michèle Miconnet	
LECTURERS	<ul style="list-style-type: none"> ▪ Coordinator: Lionel Pradelier – Full-time professor ▪ Nathalie Mondanel – Associated Professor 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ Ensure that the basic capabilities of the internet, Microsoft PowerPoint, Microsoft Excel, Microsoft Word, and Microsoft Access are understood and can be applied and that these tools will be able to be used by the students in assignments throughout their course of study. Students attain awareness of advanced topics in these areas and integration features across these tools. 				
PROGRAMS	<ul style="list-style-type: none"> ▪ Part of Info Systems module 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ Lecture, Readings, Demonstrations of Applications, Hands-on Computer Exercises, Group Exercises. 				
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ Pre-course exam will be used to determine students who may opt out of the class. Evaluation of class and homework assignments. 				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ Microsoft word, Excel, PowerPoint, Access manuals, Microsoft website, Instructions from Internet Search Engines. <p><u>Available in Centre de Documentation et d'Information:</u></p> <ul style="list-style-type: none"> - Management information systems. Managing the digital firm/ LAUDON Kenneth G.; LAUDON Jane P... PRENTICE HALL, 2002 - Systems and programmes: Achieving better safety and health in construction (Information report). / EUROPEAN AGENCY FOR SAFETY AND HEALTH AT WORK. -LUXEMBOURG: EUROPEAN AGENCY FOR SAFETY AND HEALTH AT WORK 				
DETAIL PROGRAM	<ul style="list-style-type: none"> ▪ ▪ 3h – Internet : basics of a network and security good habits; studying a particular network – internet - and the possibilities it offers through the example of the... ▪ 3h – Building a professional report and resume with Ms-Word ▪ 3h – Checking the items that make the difference between a hitting professional Ms-PowerPoint presentation and a poor Ms-PowerPoint presentation ▪ 3h – Creating charts and graphics with a professional layout and some simple calculation on Ms-Excel ▪ 6h – Data Analysis with Ms-Excel (Conditional test, AutoFilter, Vlookup, PivotTable, etc.) ; Tools and complex functions for more productivity on Ms-Excel ▪ 6h – Methods to organize information and data : necessary step for successful charts, graph and database building ▪ 3h – Practical exercise of modelling method : creating a Ms-Access project (Tables, simple queries, forms, reports.) ▪ 6h – Query a database and making calculation: examples on Ms-Access ▪ 				

ONLY FOR IPM STUDENTS –
Entrepreneurial project : DRIVE¹ - 1st Part

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc in International Project Management		1 st part : 4	Lesson : 24 h - Coaching : 24 h PW : 30 h	Michèle Miconnet	
LECTURERS	Derek Wright - Associated Professor Eric Guillot - Director of Research - Ecole Normale Sup de Lyon.				
OBJECTIVES	<p>Set up and run a new, untried, untested project in 6 months</p> <p>Learn theory from practice</p> <p>Learn project management</p> <p>Adopt an entrepreneurial approach to management</p> <p>Develop new skills</p> <p>Develop initiative</p> <p>Develop intercultural awareness</p> <p>Learn to manage a team (especially an transcultural team)</p> <p>Develop the ability to make decisions</p> <p>Manage change.</p>				
PROGRAMS	<p>The course comprises two distinct parts:</p> <p>The drawing-up of a fully-fledged internationally-orientated project designed to be implemented in the months following the end of the course. Assessment is on a team basis, with each student making an individual oral presentation and defense.</p> <p>The drawing-up of a short report on personal skills and competence, showing strong points and those requiring further work, together with progress made throughout the year. It is assessed on an individual basis.</p> <p>At all times, the emphasis is on a pragmatic approach to setting-up a new company (DRIVE = Develop and Run new International Ventures). The course touches on all aspects of this question, from finding an idea through feasibility studies to marketing, finance and legal points. It looks at project management, decision-making, risk-taking, time management, teamwork, conflict management and the preparation of professional reports and presentations. Work is done on all aspects of the business plan and particular emphasis is laid on the need to assess in depth the general economic background and on the importance of ensuring a potential market. Students are encouraged to lay down a clearly-defined strategy from the very inception of their projects.</p> <p>Students learn to develop their entrepreneurial ability through a hands-on approach to setting-up a new project. They are shown how to evaluate their personality and ensure there is complete coherence between initiator and project. Mixed-culture and mixed-language teams only are allowed, and time is spent on managing transcultural issues, especially those liable to lead to team-management difficulties. At all times, students do the work, with the LECTURERS acting as coach, not teacher. Information and advice is given to teams and individuals according to their needs at any given time. For this reason, the internal structure of the course may be modified and restructured at any time according to the progress of the projects.</p>				
TEACHING METHODS	Face-to-face teaching, team and individual coaching, video training.				
METHOD OF ASSESSMENT	Intermediate and final written reports (team grade), oral presentation (individual grade). Each student must further submit an individual personal analysis, in the form of a report (there is no oral presentation)				
LANGUAGE	English				

- AXTELL Roger Ed, Do's and taboos around the world, Wiley, New York 1985
- BARNARD Grégory, Cross cultural communication : a practical guide, Cassell 1985
- BIRLEY Sue & MUZYKA Daniel, Mastering enterprise, Prentice hall 1997
- BRADBURY Abdrew, Successful presentation skills, Kogan Page London 2000
- BRAME Geneviève, Chez vous en France : living and working in France, Kogan Page, London 2002
- BROOKSON Stephen, Understanding accounts, Dorling Kindersley, London 2001
- BRUCE Abdy & LANGDON Ken, Project management, Dorling Kindersley, London 2001
- CRANE Robert, European Business cultures, Prentice Hall, London 1999
- CLARCK Timothy, European Human Resource management, Blackwell, 1996
- CLEGG Brian & Birch Paul, Crash course in creativity, Kogan Page, London 2002
- CZINKOTA, RONKAINEN, MOFFET, International Business, Hartcourt College, 2000
- DEAKINS David, Entrepreneurship and small firms, Mc Graw Hill, 1996
- DRUCKER Peter, Managing in a time of a great change, Truman Talley, New York, 1995
- FINCH Brian, How to write a business plan, Kogan Page, London 2001
- GARRISON, REES, TROUVE, Managing people across Europe, Butterworth, 1994
- HERBIG Paul, Handbook of cross cultural marketing, Intern Business Press, 1997
- JACKSON Jacky Ed, Essential manager's writing skills, Dorling Kindersley, London 2002
- JOHNSON Spencer, Who moved my cheese ?, Vermillon, London 1999
- KEENAN Kate, The management guide to communicating, Ravette, Horsham 1996
- KOHL S. Robert, Survival Kit of overseas living, Intercultural Press, Yarmouth 1984
- LEAT Mike, Human resource issues of the European Union, Pitman, 1998
- LILLEY Roy, Dealing with difficult people, Kogan Page, London 2001
- MADDUX Robert, Delegating for results, Kogan Page, London 1994
- MADDUX Robert, Successful negotiation, Kogan Page, London 1994
- MARX Elisabeth, Breaking through culture shock, Nicolas Brealey, London 2001
- MATTHEWS Clifford, Managing international joint ventures, Kogan Page, London 2001
- MATTOCK John, International Management, Kogan Page, London 1999
- MAYLOR Harvey, Project Management, Pitman, 1996
- Mc MULLAN David, Be your own boss, Kogan Page, London 2002
- MEAD Richard, International management cross-cultural dimensions, Blackwell, 1998
- MEAD Richard, Cases and projects in international management, Blackwell 2000
- MILLAR Roderick ed., Doing Business with France, Kogan Page, London 1998
- PIPE Steve, 101 ways to make more profits, Kogan Page, London 1995
- RIBBENS & THOMPSON, Body language in a week, Hodder & Stoughton, Abington 2002
- ROGET, Roget's thesaurus, Penguin, London 2002
- SCHAEFFER John H & BRASHEAR M.A. Impact: a guide to public speaking, 1989
- SCHNEIDER SC & BARSOUX J-L - Managing Cross Cultures - prentice Hall 1997
- TROMPENAARS & HAMPEN TURNER, Riding the waves of culture, Nicholas Brealey, London 2002
- YOUNG Trevor, Successful project management, Kogan Page, London 2000
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- Entrepreneurial web sites (non exhaustive list)
- Businesskit.com = paying service
- Entrepreneur.com = US advice service
- Eqmoney.com = paying service
- Howtoadvice.com = good general advice
- Nvision.com = Canadian business start up advice
- Sba.gov = US small administration site : very complete
- Smallbusinessbc.ca = Canadian (British Columbia) site : very complete, excellent ideas
- Smallbusiness.co.uk = general advice
- Startinbusiness.co.uk = not usable
- Thinkkentucky.com = interesting site, good advice
- Available in Centre de Documentation et d'Information:
- International marketing strategy: analysis, development and implementation/ PHILIPS Chris; DOOLE Isobel; LOWE Robin. ROUTLEDGE, 1994
- The strategy process: concepts, contexts, cases/ MINTZBERG Henry; LAMPEL Joseph; QUINN James. -United Kingdom : PEARSON EDUCATION, 2003
- International business strategy/ ELLIS John; WILLIAMS David. PITMAN PUBLISHING, 1995
- The present condition and prospects of development./ SZABLOWSKI Jozef ; MERK Richard; BIRYUKOVA Anna V.; PENSKA Iryna A; PENSKA E.O.; NIKOLOV Georgi; SAMPAYO Ventura de Mello. Jozef Szablowski, 2005
- Construction Business Development
- Meeting New Challenges, Seeking Opportunity/ PREECE Christopher; MOODLEY Krisen; SMITH Paul. ELSEVIER SCIENCE, 2003

ONLY FOR IBD STUDENTS :
Global Sales Science Institute Project

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc in International Business Development		1st Part : 2	12 hours Coaching : 12 hours	Michèle Miconnet	
LECTURERS	Pascal Brassier : Full Time Professor Groupe ESC Clermont				
OBJECTIVES	In process				
PROGRAMS					
TEACHING METHOD					
METHOD OF ASSESSMENT					
LANGUAGE	English				
BIBLIOGRAPHY					

ONLY FOR IBD STUDENTS :
International Business Development Project 1st part

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSC in International Business Development		1st Part : 4	12 hours Coaching : 12 hours	Michèle Miconnet	
LECTURERS	Raphaël Mallecourt / Bernard Huguïès – associated professors				
OBJECTIVES	In process				
PROGRAMS					
TEACHING METHOD					
METHOD OF ASSESSMENT					
LANGUAGE	English				
BIBLIOGRAPHY					

ONLY FOR FA STUDENTS**Principles of Finance**

Program : 2008-2009		ECTS credits :	Duration :	Academic Director :	Code :
MSc FINANCE and AUDITING		4	Lesson: 3 D	Jean-Louis VINCENT	
LECTURERS	François Aubert - Associated Professor Doctorat en sciences de gestion (comptabilité financière) Maître de Conférences, Université d'Auvergne Clermont I - IAE <ul style="list-style-type: none"> ▪ 				
OBJECTIVES	The objectives of this module are to help students better understand key principles of managerial finance like returns, risks, dividend policy and working capital management. This class of financial management is a pre-requisite to international accounting and statement analysis.				
PROGRAMS	1. Evaluating a Firm's Financial Performance - 2. Risk and Return - 3. Bond Valuation - 4. Stock Valuation - 5. Capital-Budgeting Techniques and Practice 6. Cost of Capital - 7. Determining the Financing Mix - 8. Dividend Policy and Internal Financing - 9. Working-Capital management - 10. Current Asset Management 11. International Business Finance				
TEACHING METHODS	Course organization : lectures and presentation (45%), exercises and case studies (45%), discussion (10%)				
METHOD OF ASSESSMENT	Evaluation: Groups of 2-3 students will prepare a short report on a given topic related to Principles of Finance and they will make its oral presentation (slides)				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				
BIBLIOGRAPHY	Art J Keown, John D Martin, John W Petty, David F Scott. <i>Foundations of Finance: The Logic and Practice of Financial Management: International Edition, 6/E</i> , Publisher: Pearson Higher Education, Copyright: 2008, Format: Paper; 624 pp ; ISBN-10: 0132345900				

Audit and Financial Project : part 1/part 2

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc FINANCE and AUDITING		6	12 hours Individual Coaching : 12 hours	Jean-Louis VINCENT	
LECTURERS	<ul style="list-style-type: none"> ▪ Jean-Louis VINCENT ▪ Doctor in Economics and Business Management ▪ Head of MSc FINANCE and AUDITING – Associated Professor Groupe Esc Clermont 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ . As a team develop a research on Financial and/or International Audit topic : ▪ - Definition of Concepts, state of the art, recent evolution, Mid long-term 				
PROGRAMS	<ul style="list-style-type: none"> ▪ - Fundamental research on existing Bibliography, professional documentation (ex=IFACI, IIA....), official regulation – mainly the 1st part of this progr ▪ - Practical applications of the Fundamentals : Evolution of the company governance, Management of the Risks, New concepts like business continui 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ .- Team and Individual coaching, Frequent interactive sessions ▪ - Face to face teaching, , <u>monitoring</u> and assessment 				
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ - 1st part report (end of december 2008) = written and oral presentation (team grade, Individual grade) ▪ - 2nd part report (end of may 2009) = written and oral presentation (team grade, individual grade) 				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ Depending on the project. The list will be given to the students as soon as make their choice 				

Communication and Advertising

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		/	Lesson : 12 hours	Michèle Miconnet	
LECTURERS	<ul style="list-style-type: none"> ▪ Simon Mitchell – International Consultant 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ Communication and publicity continues to grow in both importance and complexity. ▪ Challenges and opportunities for companies include better targeting, enhanced creativity, new media horizons and results-driven advertising. ▪ The objective of this module is to give a better understanding of these challenges and opportunities facing companies today. 				
PROGRAMS	<ul style="list-style-type: none"> ▪ ▪ To know the basic principles of company communication and a reminder of the fundamentals of a communication system. ▪ The communication choices available to companies. ▪ To understand and develop communication strategy. ▪ To identify and use key elements in a communication plan. ▪ To develop and design concepts for specific situations, to communicate to an identified target audience. ▪ ▪ 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ Discussion documents ▪ Example advertising plans ▪ Short case studies ▪ 				
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ Communication concepts and presentations 				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ Will be given at the beginning of the class <p><u>Available in Centre de Documentation et d'Informaton:</u></p> <ul style="list-style-type: none"> - Advertising, promotion, and supplemental aspects of integrated marketing communications/ SHIMP Terence A.. THE DRYDEN PRESS, 1997 - Marketing et publicité en anglais/ DAYAN Armand; JANAKIEWICZ Agnès; LINDSAY William H.; MARCHETEAU Michel. BMS, 2003 - Marketing communications. A european perspective/ DE PELSMAKER Patrick; GEUENS Maggie; VAN DEN BERGH Joeri; PRENTICE HALL, 2001 - The handbook of international marketing communications/ MONYE Sylvester O... BLACKWELL, 1999 - Standardisation or adaptation in international marketing communication: effects on awareness, consumer preference and perceptions/ SOLBERG Carl Arthur. GROUPE ESC BORDEAUX, 2001 				

International Communication - Project 1st part

ONLY FOR IPM STUDENTS

Program : 2008/2009		ECTS credits :	Duration :	Academic Director :	Code :
MSc In International Project Management		1 st part : 2	3 hours Presentation 12 hours + coaching	Michèle Miconnet	
LECTURERS	<ul style="list-style-type: none"> ▪ Simon Mitchell – International Consultant 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ To carry out market research ▪ To understand the basic principles of communication ▪ To establish communication objectives and strategies ▪ To carry out a communication action. ▪ 				
PROGRAMS	<ul style="list-style-type: none"> ▪ To develop the notoriety and image of the Masters and Specialised Masters programmes of the ESC Group Clermont to encourage contact and enrolment. ▪ Part 1: each group of students needs to: <ul style="list-style-type: none"> ▪ -choose a country to prospect ▪ -carry out a mini market study of that country in terms of potential targets ie. Students looking to continue their studies and executives/managers who are looking further training. ▪ -present communication objectives, strategies and action plan. ▪ Part 2: each group of students needs to: <ul style="list-style-type: none"> ▪ -participate in the drafting and realization of "Masters Contact", the information/news letter for the Masters and Specialised Masters programmes of ESC Group (February, March and April 2007 issues). 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ Coaching will be by email; contact from the students ▪ through several group sessions. 				
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ The students should do the following (in groups of 3/4) : ▪ In December 2008 (deadline 19/12) an operational written report including a mini market study, objectives, strategies and targets for communication and an action plan. This report will represent 3 ECTS credits (semester 1). ▪ In January or February 2009, an oral presentation of the operational report. 2 ECTS credits (awarded semester 2). ▪ In December 2008, January, February and March 2009, all the necessary elements for the edition and distribution of "Masters Contact" news letter – text, iconography, illustrations, layout. The work evaluation will correspond to 2 ECTS credits (semester 2). 				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ 				

Foreign Languages and Cultures

(see programs for different levels following pages)

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		French: 2	classes : 40 h + PW: 40 hours	Michèle Miconnet	
LECTURERS	<ul style="list-style-type: none"> ▪ Coordinator: Valmé Blanco – Full time professor ▪ Claire Hubert ▪ Groupe ESC Clermont faculty members 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ 1 - To teach the main terms and vocabulary in the general areas of international trade and management, including finance and accounting, the legal human resource management. Particular emphasis will be placed on the vocabulary of banking and insurance as well as of new technologies in information communication. ▪ 2 - To improve the understanding of professional documents and publications of interest to specialists in the field. ▪ 3 - To improve oral communication and negotiating skills within a professional context. ▪ 4 - To improve understanding of Anglo-Saxon business environment. 				
PROGRAMS	<ul style="list-style-type: none"> ▪ Depending upon the language. Will be given to the student at the beginning of the module 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ A wide variety of materials will be used : professional textbooks, company statements, up-to-date newspaper articles, case studies, audio and video activities will aim at encouraging oral production through different methods : discussions, pair-work, group- work, simulations, role- plays, tutorials. Particular emphasis will be placed on negotiation skills. All students will be expected to devote a considerable amount of time preparing assignments before class. Some students must expect to spend more time in improving their basic mastery of the language. 				
METHOD OF ASSESSMENT	<p>Oral participation during classes Written assignments Final Oral written examination</p>				
LANGUAGE	<ul style="list-style-type: none"> ▪ French (for foreigners) 				
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ Will be given by the professors, (Depending on the choice of the student) <p><u>Available in Centre de Documentation et d'Information:</u></p> <ul style="list-style-type: none"> - Anglais, vocabulaire et expressions. Marketing, négociation/ RENUCCI Claude. NATHAN, 1994 - Grammaire du russe contemporain/ COMTET Roger. PRESSES UNIVERSITAIRES DU MIRAIL, 2002 - Entraînement à la compréhension du russe parlé/ VIELLARD Stéphane. EDITIONS CRDP DE LORRAINE, 1996 - Le guide du CV en langues étrangères. Pour réussir sa candidature à l'expatriation/ LACHENAUD Valérie. JEUNES EDITIONS, 1996 - Dictionnaire sélectif de la langue allemande/ VASSEUR Jean-Pierre. JEAN-PIERRE VASSEUR, 2000. - Mieux connaître le français ... pour bien apprendre les langues étrangères/ VASSEUR Jean-Pierre. JEAN-PIERRE VASSEUR, 1999 				

Français Langue étrangère (FLE)

Culture et civilisation françaises

Program : 2008/2009		ECTS credits :	Duration :	Academic Director :	Code :
MSc		2		Michèle Miconnet	
LECTURERS	Isabelle Jourdièr				
OBJECTIVES	<p>Donner des repères culturels, économiques et sociaux pour mieux comprendre la société française actuelle, apporter des informations pratiques et mettre en évidence des comportements typiquement français.</p> <ul style="list-style-type: none"> • Permettre les échanges interculturels. • Faire acquérir le lexique propre aux thèmes abordés. • Réviser, consolider et approfondir les connaissances linguistiques afin de faciliter la communication écrite et orale. • Aider à la prise de notes, à la restitution d'informations (à l'oral et à l'écrit) <p>Une bonne maîtrise de la langue française est indispensable (niveaux intermédiaire/avancé)</p>				
PROGRAMS	<ul style="list-style-type: none"> • Le mardi, nous travaillerons particulièrement la grammaire / la production écrite / le vocabulaire / la prononciation / la compréhension orale. • La civilisation française, les commentaires sur les informations de la semaine, la production orale, les exposés, les vidéos seront plutôt abordés le jeudi. • Il y a de façon évidente, interaction entre ces deux cours l'un étant le prolongement de l'autre. • Des séances sont prévues de façon ponctuelle au centre multimédia 				
TEACHING METHODS	<p>Chaque séquence du jeudi débute par une revue de presse :</p> <ul style="list-style-type: none"> • du professeur sur les principaux sujets d'actualité « à chaud » • d'étudiants ayant lu un article de journal sur un sujet d'actualité de la semaine précédente. Ils doivent restituer l'information et initier ainsi une discussion ou un commentaire. <p>Objectif : permettre les échanges interculturels et enrichir le niveau lexical</p> <p>× Chaque séquence s'articule autour d'un thème dominant : les documents écrits ou sonores serviront de support et permettront :</p> <ol style="list-style-type: none"> 1. d'aborder sous un angle comparatif, différents aspects de la civilisation française : éducation monde du travail, culture, environnement économique, système électoral... 2. développer des stratégies de compréhension 3. d'observer les faits linguistiques et d'automatiser les constructions grammaticales 4. de transposer et de réemployer les connaissances acquises 5. de mener une réflexion culturelle sur les différents aspects de la civilisation française 6. de susciter l'interactivité et l'expression orale spontanée 				
METHOD OF ASSESSMENT	<p>25% : participation 25% : expression orale 25% : travail personnel 25% : test fin du 2ème semestre</p>				
LANGUAGE	Français				
BIBLIOGRAPHY	<p>Grammaire progressive du français, CLE International Grammaire, 450 exercices, niveau supérieur, Hachette Grammaire des 1ers temps, Pug L'exercisier, Pug Civilisation progressive du français, CLE International La France des institutions, Pug La France au quotidien Littérature du français, CLE Inter. Taxi 3, Hachette FLE Oral en contexte (niveaux intermédiaire et avancé) Presse française</p>				

FLE élémentaire avancé

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		2		Valmé Blanco	
LECTURERS	Muriel Lacroix				
OBJECTIVES	Consolider les bases de la communication par l'acquisition de savoir faire. Approfondir sa connaissance de la civilisation et de la culture françaises				
PROGRAMS	<ul style="list-style-type: none"> • Activités communicatives : travail en sous-groupes, accent mis sur l'interactivité entre les participants et le formateur. • Enseignement/apprentissage de la grammaire. • Pratique de l'écrit individuellement ou en groupe. • Présentation d'une œuvre littéraire (d'après un ouvrage de littérature (français facile, CLE international), ou exposés sur un point d'actualité en France. • Exploitation de documents authentiques • Utilisation de la vidéo et Internet • Jeux de rôle • Séances prévues de façon ponctuelle au centre multimédia <p>Savoir-faire travaillés en cours : Exprimer son opinion, faire part de ses goûts, raconter une expérience, se localiser, s'orienter dans l'espace, situer dans le temps, demander et donner des conseils, exprimer son accord, son désaccord, parler de son parcours personnel et professionnel, écrire un CV, rédiger des lettres de candidature, de motivation, faire une demande écrite, parler de sa santé, de la maladie, décrire des symptômes, parler de ses projets futurs, exprimer la cause, la conséquence, le but, comparer des scènes, des situations.</p>				
TEACHING METHODS	<p>Activités réalisées en classe :</p> <ul style="list-style-type: none"> • des exercices de simulation, des jeux de rôle à l'oral: recréer des échanges sociaux familiers standards sur des sujets de préoccupation partagés tels que la famille, les amis, la santé, les projets, etc. • des débats d'idées • des comptes-rendus et commentaires de textes <p>Tâches demandées à l'étudiant :</p> <ul style="list-style-type: none"> • Extraire les idées principales d'un document afin de les mémoriser et structurer sa pensée, reformuler, paraphraser des énoncés, expliciter les idées essentielles d'un document avec ses propres mots, reconnaître la structure, l'organisation d'un texte et son expression formelle, répondre et poser des questions, résumer, prendre position, faire des comparaisons avec sa propre culture. • Induire les règles de grammaire (une réflexion personnelle sur la langue permettra une meilleure assimilation). • Mémoriser le vocabulaire, analyser les difficultés de la langue, se poser des questions, faire des hypothèses. <p>Participer régulièrement en cours, être actif et prendre des risques (les erreurs éventuelles participeront à la progression), s'auto corriger, échanger avec les autres pour demander des éclaircissements, parler d'un thème qui tient à cœur.</p>				
METHOD OF ASSESSMENT	25%: participation 25%: expression orale 25%: travail personnel 25%: test fin du 2ème semestre				
LANGUAGE	Français				

BIBLIOGRAPHY

Grammaire progressive du français, CLE International
Vocabulaire progressif du français, CLE International
Civilisation progressive du français, CLE International
Exercices d'oral en contexte, Hachette.
Communication progressive du français, CLE International
Campus, CLE International
Forum, Hachette
Photos expression, Hachette.
De la vidéo à Internet, Hachette.
Cinq sur cinq, PUG
Le français par les textes, PUG
Presse française.

FLE élémentaire

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		2		Valmé Blanco	
LECTURERS	<p>Claire Hubert-Gouasdon Anne-Cécile Marleix Lauriane Fouré</p>				
OBJECTIVES	<p>Acquérir une compétence de communication générale afin de faire face à des situations simples de la vie quotidienne. Permettre de se construire des repères sur la culture française.</p>				
PROGRAMS	<p>Étude des structures élémentaires de la langue française afin de pouvoir communiquer dans des situations de la vie courante, comprendre des dialogues simples, comprendre et rédiger des écrits simples. Thèmes abordés : Saluer, se présenter, présenter quelqu'un, exprimer ses goûts, parler de ses habitudes alimentaires, téléphoner, s'orienter, faire des achats, se situer dans l'espace, demander des renseignements, inviter, décrire ses activités, donner l'heure, parler de sa santé, faire une réservation, donner son avis, raconter un événement passé, futur, etc. Sensibilisation à la civilisation française à travers la découverte des régions, de la gastronomie, des fêtes, du système d'éducation, etc. le jeudi.</p>				
TEACHING METHODS	<p>Chaque séquence s'articule autour d'un thème pratique dominant. Les documents écrits ou sonores serviront de support et permettront :</p> <ol style="list-style-type: none"> 1. d'étudier les structures élémentaires de la langue française. 2. de développer les compétences de l'écrit (par l'étude de dialogues, de textes, exercices de grammaire, vocabulaire de la vie courante) 3. de susciter l'expression orale spontanée (par un travail sur des documents enregistrés, des mises en situation, des exercices de phonétique, des jeux) et de travailler la compréhension orale (par des séances au centre multimédia) 4. de sensibiliser l'étudiant à la civilisation française à travers la découverte des régions, de la gastronomie, des fêtes, etc. 				
METHOD OF ASSESSMENT	<p>25% Participation 25 % Expression orale 25 % Travail personnel 25 % Test final</p>				
LANGUAGE	<p>Français</p>				
BIBLIOGRAPHY	<p>Objectif express, CLE International Forum I (Hachette) Panorama, CLE International Exercices d'oral en contexte, Hachette Grammaire en dialogues, CLE Inter. Phonétique progressive du français, CLE Inter. Grammaire progressive du français, CLE Inter. Vocabulaire progressif du français, CLE Inter. Communication progressive du français, CLE Civilisation progressive du français, CLE Inter. Compréhension orale, CLE Inter.</p>				

Business English

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :		
MSc		2	Depending on the level of the students	Michèle Miconnet			
LECTURERS	<ul style="list-style-type: none"> ▪ Coordinator : Valmé Blanco – Full time professor ▪ Dave Sheehan, Kevin Metz, , Helga Fouré-Joopen, Mélissa Fox - Groupe ESC Clermont faculty members 						
PROGRAMS	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ▪ INTRODUCTION: Discussion of syllabus, aims , objectives and content of course ▪ GLOBALISATION & SUSTAINABLE DEVELOPMENT ▪ Icebreakers, Global Issues pp. 166, 167 ▪ Language in Use: Gerund or Infinitive? pp.181, 182 ▪ Read & Talk pp.170 - 172 ▪ TUTORIAL "The Walls Have to Come Down: World Inclusivity", p. 173 ▪ Listening: Starbucks & The Anti-Globalisation Movement p. 175 ▪ ETHICS & CORPORATE RESPONSIBILITY I. ▪ Icebreakers, Introducing, Read & Talk, pp. 186-189 ▪ Sentences p. 202 ▪ ETHICS & CORPORATE RESPONSIBILITY II. ▪ Read & Write: Fair Trade p. 190 ▪ Listening: Social Responsibility and the Fashion Industry p. 19 ▪ Role Play: McDonald's Responsibility to the World p. 193 ▪ CVs/JOB APPLICATION LETTERS ▪ Language in Use: Action verbs, Adjectives pp. 68-70 ▪ Listening: The Meaningful Interview p. 54 ▪ Interview Role Plays in groups of three ▪ MACROECONOMICS ▪ Icebreakers, Introducing, Read & Talk, Headlines, Sentences pp ▪ Language in Use: phrasal verbs pp. 41-42 ▪ Read & Write: Overcapacity, Producing More Stuff p. 36 ▪ TUTORIAL (subject to be announced) ▪ Listening: Job Outsourcing p. 38 ▪ INFORMATION in CYBER AGE I. ▪ Icebreaker, Introducing, Read & Talk pp. 96-100 </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ▪ Sentences p.106 ▪ INFORMATION in CYBER AGE II. ▪ Listen & Write: High Tech Cars p. 102 ▪ Headlines, Sentences p.101, p.106 ▪ Communication activity pp. 102-104 ▪ STOCK EXCHANGES in the 21st CENTURY ▪ Icebreaker, Introducing, Language: the Ins and Outs, the Ups and Downs ▪ Read & Talk: French Tradition v US Mania pp. 149-152 ▪ Role Play: Client v. Stockbroker p. 158-160 ▪ NEW AGE BANKING ▪ Icebreaker, Introducing, Read & Talk p. 110-114 ▪ Read & Write: After Buyout, All's Not Well at Well's Fargo p. 115 ▪ THE CHANGING WORKPLACE ▪ Icebreaker, Introducing, Read & Talk, Language in Use p. 8-14 ▪ Listen & Write: Tomorrow's Workplace p. 17 ▪ E-mail Etiquette Opinion & Discussion p. 18-20 ▪ INTERACTIVE MARKETING, RETAIL & SALES ▪ Icebreaker, Introducing, Read & Write, Sentences pp 76-83 ▪ Listening: "The art of the Deal" p. 85 ▪ Communication: Improving Your Sales Techniques p. 85-88 ▪ MANAGING DIVERSITY IN THE WORKPLACE ▪ Icebreaker, Introducing, Read & Write pp. 48-53 ▪ Sentences p. 71 ▪ FINAL EXAMINATION: Written </td> </tr> </table>					<ul style="list-style-type: none"> ▪ INTRODUCTION: Discussion of syllabus, aims , objectives and content of course ▪ GLOBALISATION & SUSTAINABLE DEVELOPMENT ▪ Icebreakers, Global Issues pp. 166, 167 ▪ Language in Use: Gerund or Infinitive? pp.181, 182 ▪ Read & Talk pp.170 - 172 ▪ TUTORIAL "The Walls Have to Come Down: World Inclusivity", p. 173 ▪ Listening: Starbucks & The Anti-Globalisation Movement p. 175 ▪ ETHICS & CORPORATE RESPONSIBILITY I. ▪ Icebreakers, Introducing, Read & Talk, pp. 186-189 ▪ Sentences p. 202 ▪ ETHICS & CORPORATE RESPONSIBILITY II. ▪ Read & Write: Fair Trade p. 190 ▪ Listening: Social Responsibility and the Fashion Industry p. 19 ▪ Role Play: McDonald's Responsibility to the World p. 193 ▪ CVs/JOB APPLICATION LETTERS ▪ Language in Use: Action verbs, Adjectives pp. 68-70 ▪ Listening: The Meaningful Interview p. 54 ▪ Interview Role Plays in groups of three ▪ MACROECONOMICS ▪ Icebreakers, Introducing, Read & Talk, Headlines, Sentences pp ▪ Language in Use: phrasal verbs pp. 41-42 ▪ Read & Write: Overcapacity, Producing More Stuff p. 36 ▪ TUTORIAL (subject to be announced) ▪ Listening: Job Outsourcing p. 38 ▪ INFORMATION in CYBER AGE I. ▪ Icebreaker, Introducing, Read & Talk pp. 96-100 	<ul style="list-style-type: none"> ▪ Sentences p.106 ▪ INFORMATION in CYBER AGE II. ▪ Listen & Write: High Tech Cars p. 102 ▪ Headlines, Sentences p.101, p.106 ▪ Communication activity pp. 102-104 ▪ STOCK EXCHANGES in the 21st CENTURY ▪ Icebreaker, Introducing, Language: the Ins and Outs, the Ups and Downs ▪ Read & Talk: French Tradition v US Mania pp. 149-152 ▪ Role Play: Client v. Stockbroker p. 158-160 ▪ NEW AGE BANKING ▪ Icebreaker, Introducing, Read & Talk p. 110-114 ▪ Read & Write: After Buyout, All's Not Well at Well's Fargo p. 115 ▪ THE CHANGING WORKPLACE ▪ Icebreaker, Introducing, Read & Talk, Language in Use p. 8-14 ▪ Listen & Write: Tomorrow's Workplace p. 17 ▪ E-mail Etiquette Opinion & Discussion p. 18-20 ▪ INTERACTIVE MARKETING, RETAIL & SALES ▪ Icebreaker, Introducing, Read & Write, Sentences pp 76-83 ▪ Listening: "The art of the Deal" p. 85 ▪ Communication: Improving Your Sales Techniques p. 85-88 ▪ MANAGING DIVERSITY IN THE WORKPLACE ▪ Icebreaker, Introducing, Read & Write pp. 48-53 ▪ Sentences p. 71 ▪ FINAL EXAMINATION: Written
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TEACHING METHODS	<ul style="list-style-type: none"> ▪ Classes, work on articles, discussions in team, tutoring, case-studies, intercultural analysis, etc... 						
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ Homework, Class preparation, and active participation 30% ▪ Tutorials & Role Plays 30% ▪ Final Examination* <ul style="list-style-type: none"> ▪ Written 20% ▪ Oral 20% ▪ *Note on Final Examination ▪ The Written exam will consist of three sections, each lasting for thirty minutes: <ul style="list-style-type: none"> ▪ section 1: Sentences for Translation (or: Comprehension Questions) ▪ section 2: Listening Comprehension taken the audio CD of Mastering Business English ▪ section 3: Essay Question ▪ The Oral exam will consist of a short case study on international business 						
LANGUAGE	<ul style="list-style-type: none"> ▪ English 						
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ Business International Edition. Ronald Ebert and Ricky Griffin, Prentice Hall, 2004 ▪ International Business, Environments and Operations, John Daniels and Lee Radebaugh, Addison-Wesley, 1998. ▪ Mastering Business English: A Learning Resource Book. Bryant, Caquot, Metz, Sheehan, Vigier. ▪ Chiron, 2004. 						

Competence Development and Assessment

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		/	3 hours	Michèle Miconnet	
LECTURERS	<p>Michèle Miconnet - Director of the Master Programmes And research team : Academic partners (involved in a quality process)</p> <ul style="list-style-type: none"> ▪ KaHo Sint-Lieven University in Gent (Belgium) ▪ EHSAL Brussels (Belgium), ▪ Groupe Ecole Supérieure de Commerce Clermont-Ferrand (France) ▪ Budapest Business School (Hungary), ▪ The University of Applied Sciences Aalen (Germany) ▪ Seinajoki Polytechnic (Finland). ▪ Professional partners (involved in quality management) ▪ Volvo Cars (car production, Gent, Belgium), ▪ Amelior (quality management consultancy, Kortrijk, Belgium), ▪ Nutrifil (quality control on food, Dublin, Ireland) ▪ BFZ (Bavarian employers organisation, Nürnberg, Germany) 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ In the quickly changing world of higher education a Leonardo Da Vinci (LDV) pilot project " University-Enterprise Partnership for the Development of Competence a been developed to offer a substantial contribution to educational innovation for the students. Instead of testing only knowledge, the tools developed in the framework measure to what extent students have acquired also other competences. ▪ The project examined the knowledge of quality management of graduate students and more specifically if there was a link between the expectations of the professors contents of the curriculum of participating universities. One of the main conclusions was that universities put too much emphasis on knowledge and not enough on skills and attitudes. In order to compensate for this gap, the project was aiming at developing tools to measure a certain number of competences of students. ▪ The results of a survey carried out in the professional world within the above-mentioned quality management project was used as a basis for the project. It was used to develop tools for following competences or skills : ▪ Teamwork ▪ Basic and intercultural communication ▪ Managing of Learning Competences ▪ Customer Orientation ▪ Project and Team Management ▪ Innovation, Creativity and Risk taking ▪ During this class student will learn : ▪ to identify their competencies ▪ to understand really what are the criterions used to identify a good teamworker, communicator ... ▪ to assess their competence ▪ to see the difference between the image they have of themselves and the image they give to "others" 				
PROGRAMS	<ul style="list-style-type: none"> ▪ Presentation of : ▪ the LDV project ▪ the competencies needed by the companies ▪ the assessment process in French companies ▪ the assessment tools used in French companies ▪ On-line testing of the tools 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ Powerpoint On-line documents - On-line assessment tools - On-line self-testing 				
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ No assessment. ▪ During their curriculum, students will be tested twice in order to see to what extent they possess the former mentioned competences. 				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ The research results and all articles published on the Website 				

Carrier Design and Job Hunting

Program : 2008/2009		ECTS credits:	Duration :	Academic Director :	Code :
MSc		/	18 hours	Michèle Miconnet	
LECTURERS	<ul style="list-style-type: none"> ▪ Daniel Porot - Consultant Cabinet Porot, Geneva - Expert in Career Design and Job Hunting 				
OBJECTIVES	<ul style="list-style-type: none"> ▪ Concepts/ Ideas/ Principles ▪ - What, where, how ▪ - Difficulties 				
PROGRAMS	<ul style="list-style-type: none"> ▪ Career design and job hunting ▪ The past : valuing your past experiences ▪ The future : target jobs ▪ The present : open and hidden markets ▪ Interview ▪ Salary 				
TEACHING METHODS	<ul style="list-style-type: none"> ▪ Documents ▪ - Paragraphs ▪ - Resume ▪ Open market ▪ - Ads ▪ - Answering techniques ▪ Hidden market ▪ - Unsolicited letter ▪ - Telephone ▪ Interview techniques ▪ - Strategies ▪ - Salary negotiation 				
METHOD OF ASSESSMENT	<ul style="list-style-type: none"> ▪ No evaluation 				
LANGUAGE	<ul style="list-style-type: none"> ▪ English 				
BIBLIOGRAPHY	<ul style="list-style-type: none"> ▪ 				