



**BURGUNDY
SCHOOL OF
BUSINESS**
DIJON - LYON - PARIS - BEAUNE

COURSE CATALOGUE
THIRD YEAR OF BACHELOR
PROGRAMME 2020-2021

EXCHANGE STUDENTS –
SPRING

**BURGUNDY
SCHOOL OF
BUSINESS**

DIJON - LYON - PARIS - BEAUNE

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1/ Course Table

BACH - Y3 S6 English 2020/21

COURSES	SEMESTER	HOURS	ECTS/ COURSE
English	S6	18	2
Deutsch / Espanol / Italiano / Chinese / Français	S6	18	2
Social psychology for business	S6	15	2
Intercultural Management and Communication S2	S6	21	4
French culture and society S2	S6	21	4
International Business Management: Administration	S6	30	4
International Business Management: Finance	S6	30	4
International Business Management: Human Resources	S6	30	4
International Business Management: Strategy	S6	30	4
Wine Tourism: Direct Wine Sales	S6	30	3
Wine Tourism: Professional Wine tourism experience	S6	30	3
Wine Tourism: Tourism Marketing	S6	30	5
Wine Tourism: Viticulture, Œnologie & Sensory Analysis	S6	30	5
Internship (or Final Thesis for International students)	S6	420	8

2/ Modules

BACH - A3/Y3 S6 DIJON - BACH 3 Business English S6

Time volume (in hour) : 18 Total student workload : 60 ECTS: 2 Semester : Spring

Module's Manager : TALPAIN Iryna

Pre-requisites: None

Description: Leading a Discussion/Meeting, Active listening, Participation Can lead an extended discussion/meeting focusing on essential information in an interactive way. Can follow oral information given and actively participate in the subsequent exchange of knowledge. Business Writing Can write up a short summary based on current business subjects (note-taking) Can create an attractive and language correct flyer Extended Note Taking: Can identify major elements and take effective notes about various business radio reports and conversations. Business English: Building business vocabulary, written and oral comprehension skills

See calendar

Learning objectives : To lead a Discussion/Meeting To improve active listening To lead an extended discussion/meeting focusing on essential information in an interactive way. Can follow oral information given and actively participate in the subsequent exchange of knowledge. Business Writing Can write up a short summary based on current business subjects (note-taking) Can create an attractive and language correct flyer Extended Note Taking: Can identify major elements and take effective notes about various business radio reports and conversations. To build up business vocabulary, To improve written and oral comprehension skills

Methodology : Individual and group work. In-class activities to improve Business English skills Home preparation of exercises involving Business English skills Meetings/discussions

Teaching tools: CD - Support Audio. DVD - Video support. Course support Pedagogical methods: Researches. Discussion groups. Oral presentations. Debates. Interviews. Free discussion around a theme. Teach

Assesments :

Continuous individual assessment 30%

Continuous individual assessment 50%

Continuous individual assessment 20%

Skills :

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.01 - To know how to communicate in english in a professional situation

References:

NADEAU Jean-Benoît (2005), Pas si fous, ces français !, Le Seuil, 903 NAD

BACH - A3/Y3 S6 DIJON - BACH 3 Deutsch S6

Time volume (in hour) : 18 Total student workload : 60 ECTS: 2 Semester : Spring

Module's Manager : CASEAU Cornelia

Pre-requisites: Grundkenntnisse der deutschen Sprache, der Grammatik und Kenntnisse des Vokabulars der Semester 1 bis 5

Description:

Intensives Training der für den "concours" erforderlichen Kompetenzen anhand von Dialogen des vergangenen Jahres: Hörverstehen, schriftliche Notizen, Vorbereitung der Synthese und des Kommentars, mündliche Präsentation, Diskussion; Gruppenarbeit sowie individuelles Coaching

Learning objectives : Der Lernfortschritt hängt vom Niveau der Gruppe ab.

Methodology : 10 Kurse zu 2 Stunden

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Course support Pedagogical methods: Analyses critiques. Critical analysis. Oral presentations. Debates. Internet

Assesments :

Continuous individual assessment - Individual oral presentation 30%

Continuous individual assessment - Oral participation 10%

Continuous individual assessment - Written exam 30%

Continuous individual assessment - Quiz 30%

Skills :

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

References:

Allemand-vocabulaire; Le Robert & Nathan In Wort und Schrift; L'expression écrite en allemand, Ellipses Le vocabulaire trilingue; J. P. Vannier Le Mémento du Germaniste, grammaire et vocabulaire; Vasseur Heutiges Deutschland; L'Allemagne contemporaine; Jaques Loisy; Bréal

BACH - A3/Y3 S6 DIJON - BACH 3 Espanol S6

Time volume (in hour) : 18 Total student workload : 60 ECTS: 2 Semester : Spring

Module's Manager : POUX-MOINE Sandra

Pre-requisites: Todos los módulos de Bachelor de la ESC Dijon.

Description: BACH 3 Español 6

1)Ejercicios de comprensión oral. 2)Debates de los temas. Preguntas, expresión de ideas, expresión de desacuerdo y acuerdo, comentarios, etc. 3)Realización de apuntes. Para cada temas, se debe realizar una ficha de datos y resumen. 4)Ejercicios de vocabulario. Ejercicios para practicar y conocer vocabulario relacionando con los temas tratados. Vocabulario Español y Latinoamericano. 5)Ejercicios de gramática. Ejercicios para practicar los tiempos gramaticales y su uso.

Learning objectives : El alumno trabajará con contenidos sobre la actualidad en el mundo hispanohablante para mejorar sus diversas competencias lingüísticas. Practicará su comprensión oral por medio de audios y videos. Desarrollará su expresión escrita y su comprensión escrita al realizar resúmenes y apuntes de los temas escuchados.

Methodology :

Teaching tools: CD - Support Audio. E-learning. Fascicule. Course support

Pedagogical methods: Critical analysis. Discussion groups. Oral presentations. Debates. Free discussion around a theme

Skills :

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

Assesments :

Continuous individual assessment 30%

Continuous individual assessment 30%

Continuous individual assessment 30%

Continuous individual assessment 10%

BACH - A3/Y3 S6 DIJON - BACH 3 Italiano S6

Time volume (in hour) : 18 Total student workload : 48 ECTS: 2 Semester : Spring

Module's Manager : POUX-MOINE Sandra

Pre-requisites: Buona conoscenza della lingua e della cultura italiana. Buone basi grammaticali (vocabolario generale e specialistico).

Description: BACH Italiano 6 - Società, Cultura e Economia

Il corso prevede una preparazione che dia allo studente la possibilità di "conoscere" in maniera approfondita diversi aspetti attuali della "cultura, società ed economia italiana". Il tutto si svolgerà facendo parallelamente un lavoro di ripasso grammaticale e lessicale (sulla base dei problemi che emergono durante le esercitazioni).

Learning objectives : LG3 GK/GS-07.1 Understand and communicate in foreign languages Corso indirizzato agli studenti iscritti al secondo Semester del terzo anno Bachelor. Le lezioni ruotano attorno ai fatti che caratterizzano l'attualità italiana. Il corso mette l'accento sulle attività pratiche.

Methodology :

Teaching tools: CD - Support Audio. E-learning. Fascicule. Course support

Pedagogical methods: Simulations. Internet

Assesments :

Continuous individual assessment 30%

Continuous individual assessment 30%

Continuous individual assessment 30%

Continuous individual assessment 10%

Skills :

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

References:

Grammatica semplificata per stranieri di Marco Derva - Loescher Editore Nuovo progetto Italiano 2 e 3 - Edilingua Nuova Edizione

Articoli di giornali relativi ai fatti sociali, economici e politici in Italia: L'Espresso, La Repubblica, Il Corriere della Sera, Sole 24 ore.

BACH - A3/Y3 S6 DIJON - BACH 3 Chinese S6

Time volume (in hour) : 18 Total student workload : 60 ECTS: 2 Semester : Spring

Module's Manager : GRÜNZIG Ina

Pre-requisites: BACH3 Chinois S5

Description: The study of Chinese is approached from many different angles: unseen texts, listening exercises, visual aids, audio tapes, cartoons, videos, etc. '

Each lesson will revolve around a theme, be it small or large, on an aspect of Chinese culture, such as traditions, history, language, legends etc. As well as this, there will be a particular grammatical feature to work on (the duration of verbs, the meaning of directional affixes, correlating adverbs, passive particles, relative clauses etc).

Learning objectives : The aim of this course is to enable the learner to understand and speak Chinese with greater and greater fluency. They will also be able to read texts across a wide range of subjects with the aid of a dictionary, as well as practising writing on everyday topics. Key grammatical points, as well as grammatical and lexical features specific to the Chinese language are also covered, in order to provide students with the tools necessary to pursue their own independent study.

Methodology : Workshop sur thèmes proposés ; débats ; exposés ; discussions

Teaching tools: CD - Support Audio. E-learning. DVD - Support Vidéo. Revue. Base de données. Support de cours

Pedagogical methods: Projects. Oral presentations. Debates

Assesments :

Continuous individual assessment 30%

Continuous individual assessment 30%

Continuous individual assessment 30%

Continuous individual assessment 10%

Skills :

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

References:

Le chinois des affaires - Édition chinoise-française, Editions de Pékin,2010, ISBN : 7040292947

CHENG, Anne, Histoire de la pensée chinoise, Editions du Seuil, Novembre 1997 Stéphanie Balme, La Chine, Paris, Cavalier Bleu, 2004, coll. "Idées reçues". Pérès Rémi, Chronologie de la Chine au xx siècle : histoire des faits économiques, politiques et sociaux, Vuibert éditions, Paris, 2001, 144 p. Lemoine Françoise, L'Économie chinoise, La Découverte, Paris, 2003,

BACH - A3/Y3 S6 DIJON - BACH 3 Français S6

Time volume (in hour) : 18 Total student workload : 60 ECTS: 2 Semester : Spring

Module's Manager : TALPAIN Iryna

Pre-requisites: L'inscription à ce module est soumise à l'obtention d'un niveau A2 du CECRL.

Description: Ce module est un enseignement du français langue étrangère à visée professionnelle : commerce et affaire. Le module vise à amener l'étudiant à produire un discours simple et cohérent, agir et interagir sur des sujets personnel, public et professionnel dans un contexte français à l'oral et à l'écrit.

Lexique : - Le monde professionnel : l'entreprise, la coopération commerciale, les foires industrielles , les voyages d'affaire, - La vie quotidienne : les loisirs, les achats, les transports en commun - Les événements : rencontres, incidents, accidents, phénomènes naturels - Les médias : les programmes télévisés, les journaux, Internet Grammaire : - Les temps du passé : le passé composé ou imparfait, le plus-que-parfait, le discours rapporté au passé - La concordance des temps - Le subjonctif - Le passif - La syntaxe de la phrase complexe

Learning objectives : L'apprenant doit être capable : - d'utiliser le vocabulaire thématique varié sur des sujets tels que : le travail, le monde de l'entreprise, les voyages d'affaire, la coopération commerciale - de maîtriser les formes grammaticales indiquées dans le contenu détaillé du module - résumer une source d'informations factuelles : en faire le rapport, justifier des actions et de donner son opinion - de comprendre en audiovisuel une information factuelle : travail, voyage d'affaire, coopération commerciale

Methodology :

Teaching tools: CD - Support Audio. DVD - Video support. Course support. Videotape

Pedagogical methods: Discussion groups. Debates. Internet. Games. Teach

Assesments :

Continuous individual assessment 20%

Continuous individual assessment 30%

Continuous individual assessment 30%

Continuous individual assessment 20%

Skills :

BACH GK 08 - Savoir s'exprimer dans des langues étrangères

BACH GK 08.02 - Savoir s'exprimer dans un contexte professionnel dans une deuxième langue étrangère

References:

1. PENFORNIS, Jean-Luc. Français.com, Niveau Intermédiaire : Méthode de français professionnel et des affaires. Paris : CLE International, 2012 2. PENFORNIS, Jean-Luc. Français.com, Niveau Intermédiaire : Cahier d'exercices. Paris : CLE International, 2012 3. PENFORNIS, Jean-Luc. Affaires.com, Niveau Avancé. Paris : CLE International, 2013 4. PENFORNIS, Jean-Luc. Affaires.com, Niveau Avancé : Cahier d'exercices. Paris : CLE International, 2013

1. PENFORNIS, Jean-Luc. Vocabulaire progressive du français des affaires. Niveau avancé. Paris : CLE International, 2013

BACH - A3/Y3 S6 DIJON - Social psychology for business

Time volume (in hour) : 15 Total student workload : 15 ECTS: 2 Semester : Spring

Module's Manager : MAX Sylvain

Pre-requisites: None

Description: Social psychology - through its object human behaviour - provide particularly relevant responses to managerial issues and tools to managers to better understand the behavior of their team members. Parallels will be made with the course of Organizational Behaviour.

4 lectures (theoretical courses) each followed by a tutorial (applied courses). The four themes are the following : - Bias in perception and decision making; - Influence and Manipulation; - Authority and Leadership; - Stereotypes, prejudice and discrimination.

Learning objectives : Think about the place of the Human in organizations. Acquire transferable business skills. Develop and learn how to use psychological tools.

Methodology :

Teaching tools: Manuel. Support de cours. Ouvrage

Pedagogical methods: Groupes de discussion. Débats

Assesments :

Group continuous assessment - Collective dossier 25%

Group continuous assessment - Collective case study 25%

Group continuous assessment - Collective dossier 25%

Group continuous assessment - Collective executive summary 25%

Skills:

BACH GK 01 - To know the main concepts of socio-economic and legal aspects of the organizational environment

BACH GK 01.04 - To know and to know how to use the main concepts of social sciences

BACH - A3/Y3 S6 DIJON - Intercultural Management and Communication S2

Time volume (in hour) : 21 **Total student workload :** 60 **ECTS:** 4 **Semester :** Spring

Module's Manager : TALPAIN Iryna

Pre-requisites: None

Description: Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They can therefore approach intercultural management during the sessions through exercises and situations from other cultures.

lectures, discussions, critical incidents, role plays, case studies

Learning objectives : PGE GK 06 to be able to communicate in foreign languages make the students more communicative in a foreign culture and team building

Methodology : Lectures, role plays, case studies, oral presentations

Teaching tools: DVD - Video support. Cases. Course support Pedagogical methods:

Seminars. Researches. Critical incidents. Discussion groups. Oral presentations. Simulations. Theater activities

Assesments :

Continuous individual assessment 30%

Continuous collective assessment 30%

Continuous individual assessment 40%

References:

- Cultures and Organizations: Software of the Mind Mc
 Graw-Hill Cies 2004 HOFSTEDE, Geert Cultural Intelligence
 Intercultural Press 2004 PETERSON Brooks When Cultures Collide
 Nicholas Brealey International 2006 LEWIS Richard D. Experiential Activities for Intercultural Learning
 Intercultural Press 1996 SEELYE H. Ned
 BENNETT Milton J. (1998), Basic concepts of intercultural communication : selected readings, Intercultural Press, XXXXX
 HOFSTEDE Geert (1994), Cultures and organizations : software of the mind : intercultural cooperation and its importance for survival, McGraw-Hill, XXXXX
 PAIGE Michael (1993), EDUCATION FOR THE INTERCULTURAL EXPERIENCE, Intercultural Press, XXXXX
 CHANEY Lillian H. (1995), Intercultural business communication, Prentice Hall, XXXXX
 HALL Edward T. (1990), UNDERSTANDING CULTURAL DIFFERENCES, Intercultural Press, XXXXX

BACH - A3/Y3 S6 DIJON - French culture and society S2

Time volume (in hour) : 21 Total student workload : 60 ECTS: 4 Semester : Spring

Module's Manager : TALPAIN Iryna

Pre-requisites: None

Description: A panorama of today's French culture and society: The family, work and employment, entertainment, religion, education, the institutions...

see calender

Learning objectives : At the end of this module, students will be able to understand the way the French society works, the values and beliefs held by the French, some of the people's idiosyncrasies and cultural differences between their native country and France.

Methodology : Preparatory work: reading assignment Lecture and discussion

Teaching tools: CD - Support Audio. DVD - Video support. Course support

Pedagogical methods: Critical analysis. Discussion groups. Oral presentations. Debates

Assesments :

Continuous individual assessment 50%

Continuous individual assessment - Cours - Grand amphithéâtre 50%

References:

Bernstein (Richard). Fragile Glory. Plume. 1990 Nadeau (Jean-Benoît) & Barlow (Julie) Pas si fous ces Français Bernstein. Seuil. 2005 Peyrefitte (Alain) The French Evil Platt (Polly) French or Foe? Culture crossings Ltd. London 1994 Zeldin (Theodore) The French

ARDAGH John (1990), France today, Penguin Books, 903 ARD

STEELE Ross (2006), The french way : the keys to the behavior, attitudes and customs of the French, McGraw-Hill, 903 STE

BACH - A3/Y3 S6 DIJON - International Business Management: Administration

Time volume (in hour) : 30 Total student workload : 30 ECTS: 4 Semester : Spring

Module's Manager : DITTER Jean-Guillaume

Pre-requisites: None

Description: The class introduces students to key issues in > International Contracts > International Business Operations

Learning objectives : By the end of the module you should be able to: > Deal with the administration of import/export operations, such as international payment and insurance and custom clearance, as well as understand the interface with logistics. > Demonstrate an understanding of the defining characteristics of contract law in international legal systems; > Engage in informed discussion about the advantages and disadvantages of harmonisation of contract law; > Understand their own systems of contract law through discussion and comparison with students from other legal systems.

Methodology :

Teaching tools: E-learning. Manual. Cases. Course support. Work

Pedagogical methods:

Assesments :

Continuous individual assessment 60%

Continuous individual assessment 40%

Skills :

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 03 - To know tasks and issues of efficient global supply chain management, and the importance of adopting adequate international business contracts among the various parties

References:

HILL Charles W. L. (2011), International business : competing in the global marketplace, McGraw Hill,, 111.74 HIL

CAVUSGIL TAMER S. (2014), International business : the new realities, Pearson Education,, 111.74 CAV

AUGUST Ray (2009), International business law : text, cases, and readings, Pearson, 321.81 AUG

SCHAFFER Richard (2009), International business law and its environment / 7th ed., South-Western, 321.81 SCH

BOYETTE Gwenda (2012), International taxation handbook [E-BOOK], World Technologies, 334.33 BOY

BACH - A3/Y3 S6 DIJON - International Business Management : Finance

Time volume (in hour) : 30 Total student workload : 30 ECTS: 4 Semester : Spring

Module's Manager : MATEU Guillermo

Pre-requisites: Basic notions of accounting & finance

Description: This module aims at developing abilities to manage international operations, as regards to operational, fiscal and financial aspects. It is split into two sub-modules: • The first sub-module consists in an introduction to international finance, including financial sector regulation, risk management and basic forex risk hedging. • The second sub-module presents international taxation issues

First: Finance (20h) Students will deal with all the operational aspects of international operations management. Then, students will know the basics on international finance, risk management and basic forex risk hedging. At the end of the module, students should be able to deal with the administration of import/export operations, such as international payment and insurance and custom clearance, as well as understand the interface with logistics. Second: Taxation (10h) The module is intended to provide students with a general perspective of international taxation and how it could affect management decisions. It will focus on the fundamentals of international taxation. At the end of this sub-module, students should be able: 1. To understand the international taxation principles and key issues by integrating the international tax law into financial accounting and corporate finance, and 2. To develop a critical appreciation of the international framework, explain and evaluate how taxation influences corporate management. Contents: Finance (20h) 1.- Introduction to International Finance 2.- Management of import/export operations 3.- Exchange rates and basic forex risk hedging 4.- Risk management Taxation (10h) 1.- Introduction to international taxation 2.- Fundamentals of international taxation: The Permanent Establishment (PE) Concept 3.- Principles of transfer pricing 4.- General anti-avoidance rules and anti-tax haven legislation.

Learning objectives : • BACH-PS-IBM-01: To be able to identify the strategies available to international managers and the models available to support analysis and decision-making • BACH-PS-IBM-02: To know key tasks and issues of international human resource management and understand their strategic importance to global companies • BACH-PS-IBM-03: To know tasks and issues of efficient global supply chain management, and the importance of adopting adequate international business contracts among the various parties • BACH-PS-IBM-04: To know key tasks and issues of international financial management and understand their strategic importance to multinational companies

Methodology : teaching language : english

Teaching tools: E-learning. Manual. Course support

Pedagogical methods:

Assessments :

Continuous individual assessment 66%

Continuous individual assessment 34%

Skills :

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 04 - To know key tasks and issues of international financial management and understand their strategic importance to multinational companies

References:

• Bodie, Kane and Marcus. Essentials of Investments 9th Global Edition. 2013 • Besley Scott, Brigham Eugene F., Essentials of Managerial Finance, 13th edition. New York, Southwestern, 2005. • Garufi S. (2015). Basic International Corporate Taxation, Kindle Edition. • Miller, A. and Oats, L. (2014). Principles of International Taxation. (4th edn). Bloomsbury Professional.

BACH - A3/Y3 S6 DIJON - International Business Management : Human Resources

Time volume (in hour) : 30 Total student workload : 30 ECTS: 4 Semester : Spring

Module's Manager : MONIER H  l  ne

Pre-requisites: /

Description: Course contents include the following topics: > "Discover the major IHRM issues in organizations" > " Know the different fundamental areas of IHRM actions and develop a critical look at HRM practices and tools" > "Understand the complexity and the variables involved in cross-cultural HRM" > "Mobilize HR concepts and practices into case studies" > "Activate your soft skills, abilities to analyze and synthesize"

Course contents include the following topics: > Distinguish among various IHRM practices around the world. > Understand and mobilize the different HRM models and become aware of their impacts on work organization and people > Understand the steps of a recruitment process and the role of a manager in this process > Understand the issues of work recognition and employee compensation > Be familiar with the main concepts and practices of risk prevention and quality of working life in a global company; > Understand the variations in host-country labor relations systems and the impact on the manager's job and effectiveness. > Understand how leadership styles and practices vary around the world.

Learning objectives : BACH PS IBM 02 - To know key tasks and issues of international human resource management and understand their strategic importance to global companies Educational an operational objectives: acquisition of know-how and interpersonal skills > Analysis and synthesis skills: knowledge acquisition in IHRM, for a critical perspective, necessary for any HR manager > Technical skills: related to the reality of work: management tools (writing a job description, a job advertisement, conducting a compensation and remuneration plan, preventing risks...) > Relational and emotional competencies: animation, presentation of self, self-confidence

Methodology :

Teaching tools: Manual. Cases. Course support. E-learning. DVD - Video support

Pedagogical methods: Case studies. Discussion groups. Oral presentations. Debates. Games

Assesments :

Continuous individual assessment - Individual oral presentation 60%

Continuous collective assessment - Collective case study 40%

Skills :

BACH PS IBM 02 - To know key tasks and issues of international human resource management and understand their strategic importance to global companies

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

References:

DESSLER Gary (2013), Human resource management / Global Edition [E-BOOK], Pearson Education,, 161.55 DES

CAVUSGIL TAMER S. (2014), International business : the new realities, Pearson Education,, 111.74 CAV

BRISCOE Dennis R. (2012), International human resource management [E-BOOK], Taylor & Francis Ltd, 161.55 BRI

COMFORT Jeremy (2008), The mindful international manager : competences for working effectively across cultures, York Associates, 111.73 COM

BACH - A3/Y3 S6 DIJON - International Business Management : Strategy

Time volume (in hour) : 30 Total student workload : 30 ECTS: 4 Semester : Spring

Module's Manager : DITTER Jean-Guillaume

Pre-requisites: None

Description: This class covers the following issues: > Understand why companies engage in international business. > Steps in global strategic planning and models available to direct the analysis and decision making involved. > Profile the types of strategies available to international managers—both on a global level and on the level of specific entry strategies for different markets.

This class covers the following issues: > Understand why companies engage in international business. > Steps in global strategic planning and models available to direct the analysis and decision making involved. > Profile the types of strategies available to international managers—both on a global level and on the level of specific entry strategies for different markets.

Learning objectives : General learning goal > Acquire skills and practices in international management
Specific learning goals > Identify the drivers, purposes and conditions of business internationalisation > Distinguish between the main types of international strategies > Assess the relative merits of different markets and market-entry modes > Assess the relative merits of various organisational structures with regards to business internationalisation

Methodology :

Teaching tools: E-learning. Manual. Cases. Work

Pedagogical methods: Case studies. Oral presentations. Debates

Assesments :

Continuous collective assessment - Collective dossier 50%

Continuous individual assessment 50%

Skills :

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 01 - To be able to identify the strategies available to international managers and the models available to support analysis and decision-making

References:

HOLLENSSEN Svend (2012), Essentials of global marketing [E-BOOK], Pearson Education, 121.55 HOL

KEEGAN Warren J. (2008), Global marketing / 5th ed., Pearson Education, 121.58 KEE

HILL Charles W. L. (2011), International business : competing in the global marketplace, McGraw Hill,, 111.74 HIL

DANIELS John D (2012), International business : environments and operations [E-BOOK], Pearson Education,, 111.74 DAN

CAVUSGIL TAMER S. (2014), International business : the new realities, Pearson Education,, 111.74 CAV

BACH - A3/Y3 S6 DIJON - Wine Tourism : Direct Wine Sales

Time volume (in hour) : 30 Total student workload : 30 ECTS: 3 Semester : Spring

Module's Manager : COGAN-MARIE Laurence

Pre-requisites: Negotiation and sales skills

Description: The students will learn how to welcome tourists in an efficient way in order to maximize visitors' satisfaction and build brand loyalty. They will acquire the basics of wine merchandising. They will learn how to create and manage a wine event or festival.

Learning objectives : Be able to design and manage a wine cellar effectively. Be able to design and implement a wine event/festival.

Methodology :

Teaching tools: case studies, group discussions, group presentations

Pedagogical methods: learning by doing; Placing the student in front of a problem and letting the student find the solution to the problem.

Assesments :

Continuous collective assessment 50%

Final individual assessment 50%

Skills :

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 02 - To be able to design and manage a wine cellar effectively

BACH - A3/Y3 S6 DIJON - Wine Tourism : Professional wine tourism experience

Time volume (in hour) : 30 Total student workload : 30 ECTS: 3 Semester : Spring

Module's Manager : COGAN-MARIE Laurence

Pre-requisites: None

Description: 2 field trips (Jura & Burgundy) to discover the wines of each region, the wine industry of each region and the situation of WT of each region. This field work is complemented by a desk research task.

Learning objectives : Learn how to create & promote a wine tour in a specific region for a specific target market

Methodology : 3 field trips in Burgundy, Jura & Beaujolais An innovative wine tourism project. 12 sessions of coaching

Teaching tools:

Pedagogical methods:

Assesments :

Continuous collective assessment 90%

Final individual assessment - Individual dossier 10%

Skills :

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 04 - To know how to design a professional wine tour for a specific target market

References:

"Wine Business Management" by Steve Charters & Jerome Gallo, Pearson 2014. "Global wine tourism, research, management & marketing" by Jack Carlsen & Steve Charters, 2006 edition. "Wine tourism around the world, development, management and markets" by Michael Hall, Liz Sharples, Brock Cambourne, Niki Macionis. 2000

"Wine, food, and tourism marketing" - Journal of Travel & Tourism Marketing, Vol. 14, Numbers 3/4. by Mickael Hall. 2003

BACH - A3/Y3 S6 DIJON - Wine Tourism : Tourism Marketing

Time volume (in hour) : 30 Total student workload : 30 ECTS: 5 Semester : Spring

Module's Manager : COGAN-MARIE Laurence

Pre-requisites: Basic notions of marketing

Description: This course explores the concepts and components of tourism marketing. It covers the various P's of tourism marketing and their relevance to wine tourism. It will teach the students how to develop the right marketing strategy for a wine tourism structure. It addresses the basics concepts of wine tourism and hospitality, wine and food festivals and wine tourism as a vehicle to build a brand image for the winery, a wine business, or a wine region. Specific focus areas include wine tourism visitor consumer behavior, the role of the winery cellar-door in wine marketing/distribution, the functions of wine routes/roads, wine region brand building, and wine and/or food festival event fundamentals and management.

Learning objectives : Learn the specificities of wine tourists' profile, their behavior and motivations Be able to define a marketing strategy for a wine tourism structure Be able to choose the right distribution channels Develop direct wine sales at the winery and use the cellar door strategy to promote the winery

Methodology :

Teaching tools:

Pedagogical methods:

Assesments :

Continuous individual assessment 20%

Final individual assessment 30%

Final collective assessment 50%

Skills :

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 03 - To be able to formulate the right marketing strategy for a wine tourism structure or a wine event

References:

• "Wine Business Management" by Steve Charters & Jerome Gallo, Pearson 2014. • "Global Wine Tourism, Research, Management & Marketing" by Jack Carlsen & Stephen Charters, 2006 edition. • "Wine Tourism around the world, Development, management and markets" by C. Michael Hall, Liz Sharples, Brock Cambourne, Niki Macionis, 2000. • "Wine, Food, and Tourism Marketing" (Journal of Travel & Tourism Marketing, Vol. 14, Numbers 3/4 2003) - C Michael Hall • "Food tourism around the world, Development, management and markets" by C. Michael Hall, Liz Sharples, Richard Mitchell, Niki Macionis & Brock Cambourne, 2003.

BACH - A3/Y3 S6 DIJON - Wine Tourism : Viticulture, Oenology, Sensory analysis

Time volume (in hour) : 30 Total student workload : 30 ECTS: 5 Semester : Spring

Module's Manager : COGAN-MARIE Laurence

Pre-requisites: basic notions of management

Description: Learn the basics of oenology, viticulture and sensorial analysis

The objective of the module is to learn the basic oenology & viticulture techniques and the basics of sensorial analysis. This module is split in two sub-modules: oenology/viticulture and sensorial analysis. The first one deals with the basic oenology and viticulture techniques. At the end of the module the students should be able to recognize the viticulture effects that make a good wine. They will also be able to recognize different viticulture techniques and wines from different regions. The second sub-module consist in an introduction to wine tasting & sensorial analysis. The students should acquire the basic wine tasting techniques, be able to sell the sensorial aspect of wines. They will learn how to identify the components of wine and understand why they are important; understand one's palate and to respect the differences of others; learn how to professionally taste and analyze wine; and finally learn how to pair food and wine. At the end of the module, the students should be able to recognize the characteristics of sensory characteristics of varietal wines, conduct a sensory assessment of defects, detect deficiencies and diseases of wine.

Learning objectives : Goals. 1. Be able to recognize and properly verbalize the basic wine-related sensory sensations. 2. Be able to discriminate intensity levels for the basic wine-related sensory sensations. 3. Be able to recognize the main wine styles and to justify an aesthetic/quality judgment. 4. Be able to communicate wine sensory properties and quality dimensions to the customers.

Methodology :

Teaching tools: Manual. Museum, Show. Course support. Compact audio cassette. Company visit

Pedagogical methods: Case studies. Researches. Oral presentations. Debates. Diagnostics

Assesments :

Continuous individual assessment 50%

Final individual assessment - Individual dossier 50%

Skills :

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 01 - To know the basic oenology & viticulture techniques and the basics of sensorial analysis

References:

CHAPUIS Claude (2014), Les vins, bières et spiritueux du monde de A à Z, Pocket, 261.01 CHA

PITIOT Sylvain (2012), The wines of Burgundy, Bourgognes, 263.57 PIT