



COURSE CATALOGUE

2023-2024 Catalogue Bachelor 3 S5 ANG

SUMMARY :

BACHELOR PRESENTATION	3
Artificial Intelligence in Business (IS).....	5
Career week (bootcamp).....	6
Ecological transition.....	7
Financial and economic news.....	8
French culture and society S1.....	9
Intercultural Management and Communication S1.....	10
International issues (ECH).....	11
Leadership and project management.....	12
Management challenge (IS)	13
Marketing Case Studies	14
Organisational Behaviour	15
Strategy, SME and entrepreneurship.....	16
BACH 3 Business English S5.....	17
BACH 3 Chinois S5	18
BACH 3 Deutsch S5	19
BACH 3 Espanol S5	20
BACH 3 Français S5	21
BACH 3 Italiano S5	22

BACHELOR PRESENTATION

BURGUNDY SCHOOL OF BUSINESS



Our **Bachelor in Management** is a 3- year programme designed to provide you with the essential skills needed in management, marketing and business while also developing your **soft skills** : agility, open-mindedness, creativity, entrepreneurial spirit and collective thinking.

Choosing BSB is choosing an International immersion, strong connections with the corporate world, Do and Learn-oriented pedagogy. Our teaching model and dedicated team allow us to provide each student with individual support.

With the BSB Bachelor in Management program, you will develop the essential competencies for management jobs and the soft skills that are essential in a company: agility, open-mindedness, creativity, entrepreneurial spirit, sense of teamwork...

International immersion, strong connection to the business world, pedagogy based on Active Learning... by choosing the BSB Bachelor program you are guaranteed to accelerate your employability and maximize your chances of success in the entrance exams to the Master Grande Ecole.

A RECOGNISED DIPLOMA IN FRANCE AND ABROAD



The BSB Bachelor in Management is recognized as a Bac +3 by the French Ministry of Higher Education, Research and Innovation, and confers the Grade de Licence. It gives access to further studies in Master Grande Ecole (Bac +5).

After our AACSB reaccreditation in 2019, and our EQUIS reaccreditation in 2022, BSB is now also AMBA accredited.

Semester 5	Hours	ECTS Credits
Ecological transition	27	4
Strategy, SME and entrepreneurship	27	4
Financial and economic news	27	4
Organisational behaviour	15	3
Career week (bootcamp)	15	3
Marketing Case studies	27	4
Leadership and project management	27	4
Intercultural Management and Communication S1	21	4
French culture & society S1	21	4
International issues (ECH)	18	3
Management challenge (IS)	12	2
Artificial Intelligence in Business (IS)	12	2
Foreign language 1 S5 : Business English S5	13,5	2
Foreign language 2 S5 : Français S5, Deutsch S5, Italiano S5, Espanol S5, Chinois S5.	13,5	2

Two choices of campus : Dijon or Lyon

Artificial Intelligence in Business (IS)

Time volume (in hour): 12 **Total student workload:** 0 **ECTS:** 2 **Semester:** Autumn

Module's Manager: ISSA Helmi

Description: This is an introductory course to the field of Artificial Intelligence (AI) and its application in business. It adopts both a technological and managerial perspective to unravel the concept of AI and explain how contemporary organizations adopt AI-based systems and technologies to transform the way they do business. While the technological perspective explores the technical foundations and the basics for developing AI-driven systems and technologies, the managerial perspective looks at how the adoption and implementation of AI and its associated cutting edge technologies impacts the management operations of various types of firms and organizations. This course aims at equipping students with the necessary skills for assessing the strategic value for AI adoption and implementation to solve prevailing business problems and improve the functioning of firms. The overall goal of this course is to conceptualize an AI-driven business strategy for a firm that aims at investing in AI-associated structures and yield the benefits of this powerful technology.

Learning objectives: Combining both the technological and managerial perspectives, at the end of the course, students will be able to: - Understand the fundamental notions of AI and its associated technologies. - Assess the different ways AI-driven systems and technologies impact and transform firms and organizations and the way they do business. - Understand the implementation process of various types of AI systems and technologies within firms and organizations. - Identify the strategic value behind AI adoption and implementation within an organization. - Conceptualize a business strategy for AI adoption and implementation within a public or private organization.

Methodology: This module relies on a variety of pedagogical tools and methods. The teaching is interactive and is based on active learning methods. Students are encouraged to take an active participation in class through taking the initiative and look forward for the acquired knowledge. Various active tools including case studies and active assignments are employed to help students in the active learning process. The lecturer uses presentations, illustrations, and complementary tools in delivering the lectures to facilitate the acquisition of knowledge by students.

Assessments:

Individual continuous assessment - Written exam 50%

Group final exam - Collective oral presentation 50%

Skills:

BACH GK 05 - To know the main digital and decision making tools

BACH GK 05.05 - Anticipate the impact of Artificial Intelligence on business activities

Career week (bootcamp)

Time volume (in hour): 15 **Total student workload:** 15 **ECTS:** 3 **Semester:** Autumn

Module's Manager: GOUDE LACHEREZ Virginie

Description: Working on your professional project: - Recruitment trend conference - Introspective work: DISC - Crash test: Me after the Bachelor - Interviews and exchanges with professionals: professions / sectors / career paths - LinkedIn conference - Pitch conference

Working on your professional project: - Recruitment trend conference - Introspective work: DISC - Crash test: Me after the Bachelor - Interviews and exchanges with professionals: professions / sectors / career paths - LinkedIn conference - Pitch conference

Learning objectives: Have a defined professional project

Methodology: Work in small groups to facilitate exchanges

Teaching tools: Course support

Pedagogical methods: Seminars. Oral presentations. Interviews. Methods & tools for self-analysis

Assessments:

Individual continuous assessment - Oral participation 20%

Individual continuous assessment - Individual oral presentation 80%

Skills:

BACH GS 02 - To have a professional behaviour

BACH GS 02.11 - Identify pathways to a specific professional field at the end of the training

BACH GS 02.x6 - To be able to take a step back and to question oneself

Ecological transition

Time volume (in hour): 18 **Total student workload:** 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: DE MIGUEL DE BLAS Marta

Description: The Ecological Transition module aims to provide students with a solid theoretical knowledge in the main disciplines involved in the management of ecological transition, in order to build the skills expected in the exercise of their future profession (collective intelligence, autonomy, responsibility, teamwork, interpersonal skills, management of uncertainty, etc.). The content of this module encompasses both theoretical knowledge in the challenges of ecological transition (physical science, humanities, economics, ecology) and practical know-how (developing one's personal project, development of support tools for analysis of opportunities...). This learning should make it possible to intervene in the most relevant way in the action, on the basis of this understanding of the context and of all the issues (technical and socio-ecological).

S1 - Dive into the Anthropocene and glimpse into the future - serious game: the future is already here: The student is able to identify the issues of behavior change following awareness of the concept of the Anthropocene
S2 - History of energies and the thermo-industrial world: beginning, peak and decline announced: The student is able to identify key concepts in the history of energy
S3 - The Great Acceleration, or when Homo Sapiens became responsible for environmental crises. Welcome to the Anthropocene. : The student is able to analyze and estimate the impact of the human factor within the Anthropocene
S4 - Global warming : The student is able to represent the concept of global warming
S5 - Solving Kaya's equation : The student is able to discriminate between the different possible solutions of Kaya's equation
S6 - Technologies... They solve Kaya's equation : The student is able to recognize the technological and ecological actors who propose solutions to the Kaya's equation
S7 - Stories, Myths and Eco-Psychologies : The student is able to rewrite a story of behavior change
S8 - Intelligences : The student is able to recognize and choose his own intelligences in the service of change
S9 - Starting the transition : The student is able to synthesize the knowledge acquired and produce hypotheses in an individual narrative

Learning objectives: - Eco-design your daily life and your future - personal project - Being able to interpret environmental crises - Be able to develop your personal story of resilience in the face of the transition - To be able to recognize the relevance of collective and emotional intelligences and to apply them

Methodology: transformative learning & experiential learning (group work, presentations, reflective writing projects, simulations, case study discussions)

Teaching tools: Cases. Course support

Pedagogical methods: Workshops for identifying problems and opportunities. Discussion groups. Simulations. Internet. Games. Methods & tools for self-analysis. Free discussion around a theme

Assessments:

Individual continuous assessment - Individual executive summary 50%

Individual continuous assessment - Quiz 50%

Skills:

BACH GK 02 - To know the main concepts of entrepreneurship and strategic analysis

BACH GK 02.04 - Anticipate the impact of ecological transformation on business activities

BACH GK 06 - To know the ethical stakes and social responsibilities of a company

Financial and economic news

Time volume (in hour): 27 **Total student workload:** 67 **ECTS:** 4 **Semester:** Autumn

Module's Manager: ASHTA Arvind

Pre-requisites: Thematic analysis (Bach 1)

Description: The aim of this course is to foster critical thinking of future managers and business actors, to decipher important international and global issues, a necessary skill in today's firms' strategies (decision to relocate or settle in a country or region, knowledge of the economic, political and social environment of MNF and subsidiaries). The special focus on data research and analysis as well as the development of oral and written presentation skills also aims at preparing students to activities of country risk management and business intelligence, more and more crucial specializations in an increasingly interdependent environment.

Based on the news, the following subjects can be treated: 1. Monetary and financial economics 2. Financial system architecture, especially in the wake of new technologies. 3. Principal Financial markets and principal Financial products 4. Banking system (role of banks, money creation, central bank, lender of last resort) 5. International Monetary problems: exchange rate, Balance of Payments) 6. International Financial problems (crisis, bank regulation and international finance)

Learning objectives: BACH GK 01.03 - Analyser l'actualité économique et sociétale au niveau mondial de manière approfondie

Methodology:

Teaching tools: Periodical. Course support. Cases

Pedagogical methods: Critical analysis. Researches. Debates

Assessments:

Individual continuous assessment - Individual dossier 60%

Group continuous assessment - Collective dossier 40%

Skills:

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

BACH GK 01.01 - Analyse economical and societal news

BACH GS 01 - To be able to analyse information and communicate

French culture and society S1

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

Module's Manager: TALPAIN Iryna

Description: A panorama of today's French culture and society: The family, work and employment, entertainment, religion, education, the institutions... A guided tour (Dijon or Lyon)

Each class: - a mix of lectures, discussions, role plays A 3-hour guided tour (Dijon or Lyon)

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: An interactive class: - lectures and discussions - guided tours - reflective writing (a diary) - role plays As interactive as possible

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

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

Assessments:

Individual continuous assessment 50%

Individual continuous assessment 50%

Intercultural Management and Communication S1

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

Module's Manager: TALPAIN Iryna

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. Main topics: Intercultural management, communication in a foreign culture and team building. Inclusive language. Cultural differences.

Each class: lectures, discussions, critical incidents, role plays, case studies, group communication via Teams, mini-tests & assignments via Forms A group project followed by a group presentation (e.g. a FlipGrid video) Topics: Culture shock, values and heroes, discrimination, cultural differences and communication in Management, Inclusive language, critical incidents in management, Diversity and how to manage it, etc

Learning objectives: To facilitate social integration of foreign students at BSB through a better understanding of the cultural differences between France and their home countries To increase awareness of differences among business people (values, customs, traditions, etc.) from other cultures to pave the way for successful intercultural management and communication To respect other cultures within an international context To make students more communicative in a foreign culture and team building To learn how to lead global organizations with a diversity of profiles To show the importance of inclusive language

Methodology: Blended learning: a mix of traditional face-to-face classes (lectures, discussions, critical incidents, role plays, case studies) with online activities (all class materials, assignments and group communication are via Microsoft Teams + FlipGrid videos).

Teaching tools: DVD - Video support. Cases. Course support. Others

Pedagogical methods: Researches. Critical incidents. Discussion groups. Oral presentations. Theater activities. Case studies. Projects. Internet. Games. Free discussion around a theme

Assessments:

Individual continuous assessment 30%

Group continuous assessment 30%

Individual continuous assessment 40%

International issues (ECH)

Time volume (in hour): 18 **Total student workload:** 0 **ECTS:** 3 **Semester:** Autumn

Module's Manager: DITTER Jean-Guillaume

Pre-requisites: None

Description: This class provides students with an overview of international business environments, emphasising economic and political aspects of international relations.

1_Introduction to geopolitics 2_Geopolitics and geoeconomics 3_Issues in geopolitics (I) 4_Issues in geopolitics (2) 5_Putin's Russia 6_China's global footprint 7_the OBOR project 8_Indopacific and the AUKUS 9_Conclusions

Learning objectives: * At the end of this module students should be capable of formulating coherent comprehensive and informed opinions with regard to the stakes of international politics. In addition, they should be able to apply this skill to the challenges faced by companies operating in an international environment, replete with risks and opportunities. * Gain familiarity with the theoretical and practical foundations of globalisation, its evolution, as well its implications for business organisations

Methodology:

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

Pedagogical methods: Case studies. Oral presentations. Debates

Assessments:

Individual continuous assessment - Oral participation 30%

Individual continuous assessment - Individual oral presentation 30%

Individual final exam - Written exam 40%

Remedial classes - Cours - Grand amphithéâtre 100%

Leadership and project management

Time volume (in hour): 27 **Total student workload:** 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: RAZGALLAH Meriam

Description: This module will be based on experiential learning. This module will be composed of two major experiences: one in leadership with horsec coaching and one in project management where you will have to conceive in team a project in connection with the UNO's ODD and which would change your world in the short term.

I. Leadership I.1. Theoretical input will be provided via a video clip: What is leadership? Leadership styles The positive identity and the G.I.V.E method Application exercise I.2. Horsec coaching "Horse-coaching or equi-coaching is a practice that does not require any equestrian pre-requisites, the exercises are carried out on foot in spaces that are adapted and secure for the horses and the participants. At a time when the importance of soft skills is recognized and praised, the experience of coaching assisted by the horse can be very formative. The relationship between man and horse allows for an unsuspected richness of work. Indeed, the perceptive capacities of the horse make it an extremely precious working partner. It opens the possibility of an authentic return on oneself, of an awareness of our coherences and behavioral incoherences, of a spectrum illuminating on our modes of communication...". (<http://horse-coaching-bhr.fr/horse-coaching>) - No one will ride a horse, all exercises with horses are done on foot. - No one will be obliged to do the exercises: the only constraint is that you must be present if your health allows it. - comfortable clothing and closed shoes are mandatory: walking shoes, baskets are preferable, but CLOSED. II. Project management II.1 Theoretical background Before each class session, you should have read the online course on Sway: Chapter 1: Knowing the vocabulary of project management and building a common frame of reference Chapter 2: The main components of a project Chapter 3: The "Project Management Methods" Chapter 4: Project completion stages II.2 Experience 7 sessions of 3 hours to design in team a project related to sustainable development. You will have to apply the project management methods and tools presented in the online course or that you may have studied on your own in addition.

Learning objectives: Define the concept of project and project management Explain the purpose of a project management methodology Describe a project management method Describe the 5 phases of project management Design a project in line with the UN's sustainable development goals that will allow you to change your immediate environment (at school, in your community, in your neighborhood...) by choosing and applying a project management method and tools. Describe the types of leadership Apply verbal and non-verbal communication Implement collective intelligence Arguing one's leadership style

Methodology: Experiential learning

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

Pedagogical methods: Projects. Oral presentations

Assessments:

Group continuous assessment - Collective dossier 50%

Individual final exam - Quiz 50%

Skills:

BACH GK 02 - To know the main concepts of entrepreneurship and strategic analysis

BACH GK 02.02 - Use the main concepts, tools and behaviors related to entrepreneurship to design a project

BACH GS 02 - To have a professional behaviour

Management challenge (IS)

Time volume (in hour): 12 **Total student workload:** 12 **ECTS:** 2 **Semester:** Autumn

Module's Manager: AJDUKOVIC Ivan

Pre-requisites: Notions in finance, marketing, tax system et strategy.

Description: Online business simulation

In a team, define and adapt a firm's strategy in order to improve sells and profitability in a competitive environment

Learning objectives: Understand how a company works Understand relations between different dimensions of the same company Identify how competitors can affect your firm's performances Improve ability to take decisions Enhance teamwork and leadership Improve general skills 2, 3 and 4

Methodology: 4 sessions of 3h

Teaching tools: Manual

Pedagogical methods: Simulations. Internet. Competition

Assessments:

Group continuous assessment - Simulation game 35%

Group final exam - Collective dossier 15%

Individual final exam - Individual executive summary 50%

Skills:

BACH GK 05 - To know the main digital and decision making tools

BACH GK 05.03 - Use decision-making tools

BACH GS 02 - To have a professional behaviour

Marketing Case Studies

Time volume (in hour): 27 **Total student workload:** 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: DUNCAN Allen Scott

Pre-requisites: Principles of Marketing, Marketing Case Studies.

Description: The course takes a deeper look at the role of marketing in organization problem solving practices. Through the analysis of real-life cases one will study how the functions of marketing impact the challenges that arise between an organization and its various stakeholders. The course will deal with different cases that study one or more marketing concepts like a situational analysis; targeting, segmenting, & positioning; and the marketing mix.

Learning objectives: Examine the role of marketing in organization problem solving practices. Analyze real-life case studies. Compare and contrast different organizational marketing situations.

Methodology:

Teaching tools: E-learning. Cases. Course support

Pedagogical methods: Case studies. Discussion groups. Oral presentations

Assessments:

Group continuous assessment - Collective dossier 50%

Individual final exam - Written exam 40%

Individual continuous assessment - Quiz 10%

Skills:

BACH GK 04 - To know the main commercial and marketing tools

BACH GK 04 04 - To collect and use data to fulfil a market research

BACH GK 04.02 - Set up commercial dashboards

BACH GK 04.03 - To know the main concepts and tools to be able to build a marketing strategy

Organisational Behaviour

Time volume (in hour): 15 **Total student workload:** 15 **ECTS:** 3 **Semester:** Autumn

Module's Manager: HERNAN GONZALEZ Roberto

Pre-requisites: Basic skills in microeconomics and mathematics

Description: The experimental method has recently become an indispensable, but still controversial tool in the manager's toolbox. This course offers a view in the promises and pitfalls of the experimental approach in management and business, with a focus on 10 items related to decision making. The course tries to make a strong case of the need for experimentation based on game theory in management and business. The following table reports the 10 items, together with a brief description. On each item the relevant experimental literature is discussed, together with other (biased) observation techniques. Course based on experimental methods in economics and psychology : hot (laboratory) experiments, cold (strategy method) experiments, field experiments (as part of a team project). At the end of this course, students will know : That « common sense » is not a research method What are the research methods to study behavior That you have to try to walk in your neighbor's shoes That you should always evaluate the consequences of all interaction between people That we can have an influence on the others What is trust, envy, manipulation, motivation...

The teaching hours will consist in a mixture of lectures, experiments, films and case study discussions, project work and field experimental work, on each item (each listed item is overviewed through all these methods). The lectures will give students the opportunity to learn about new experimental tools to study fundamentals of decision making and to understand how and when they should be used by a manager. They will familiarize students with dealing with uncertainty about human reactions in several decision problems and show them general facts about behaviour. The lab experiments will show students how proper data about people can be collected, how to avoid declarative problems, how to be surprised about own reactions and to take them into account. The film and case study discussions will help students to deeply understand the day-to-day behavioural issues in managing people. The project work will give students the opportunity to put into practice all terms and tools they are learning in a decision problem, will give them the opportunity to exchange within a group and to peer evaluate their knowledge and skills and will allow them to construct a lab experiment with people. The field experiments are closely related to the project work and will familiarize students with collecting data without biases, choosing the right method, interpreting data and formulate recommendations. 10 items Focal point : motivation Between two classes: think about strategy into a game Each class : theory plus laboratory experiment From October until December: teamwork on a project

Learning objectives: Take into account perceptions about others and about others' perceptions... This module will give students the opportunity to explore the experimental method in management decision making, in order to state unbiased conclusions, to analyse interactions, to understand behaviour. Each topic will allow students to understand a new issue related to behaviour and decision making in business (as indicated in the course content). In addition to these and generally speaking, at the end of the module, they should be able to:

- Understand the principles of the experimental method and the need to use it in management.
- Develop a lab or a field experiment to study a behavioural issue
- Understand and analyse behaviour and relation to contexts
- Reason logically and work analytically on human interactions in business
- Justify conclusions using economic and psychological arguments with appropriate rigour.

Methodology: Experimental lab, field experiments, films

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Cases. Periodical. Data base. Course support. CD - Support Audio. E-learning. DVD - Video support. Cases. Periodical. Data base. Course support

Pedagogical methods: Seminars. Workshops for identifying problems and opportunities. Critical analysis. Case studies. Researches. Critical incidents. Discussion groups. Projects. Oral presentations. Debates. Aquarium. Simulations. Diagnostics. Internet. Games. Events organization. Methods & tools for self-analysis. Inquiries. Analysis of similar behaviours. Panel analysis. Free discussion around a theme

Assessments:

Group final exam 50%

Individual continuous assessment - Simulation game 50%

Skills:

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

BACH GK 01.04 - Understand how behaviour influences the decision-making process of a person

BACH GS 01 - To be able to analyse information and communicate

Strategy, SME and entrepreneurship

Time volume (in hour): 27 **Total student workload:** 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: REBOUD Sophie

Description: Introductory course on SME Strategy and entrepreneurship: SMEs and their diversity, proximity
Strategic analysis: BM and its contextualisation Fundamentals of entrepreneurship

Session 1 Introduction Work on the concept of SME Session 2 Asynchronous Video case in 6 parts Sessions
3 à 8 Work on the 6 themes of the video Session 9 Presentations Wrap up and debriefing

Learning objectives: Understand and analyse SMEs and their strategies Understand and analyse the
fundamentals of the entrepreneurial approach Apply a simple method of strategic analysis

Methodology: Active learning Problem based learning

Teaching tools: E-learning. Cases

Pedagogical methods: Workshops for identifying problems and opportunities. Case studies. Researches

Assessments:

Group continuous assessment - Collective dossier 30%

Individual continuous assessment - Individual executive summary 50%

Individual final exam - Quiz 20%

Skills:

BACH GK 02 - To know the main concepts of entrepreneurship and strategic analysis

BACH GK 02.01 - To know and to know how to use the main concepts of strategic analysis

BACH 3 Business English S5

Time volume (in hour): 13.5 **Total student workload:** 60 **ECTS:** 2 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Description: The S5 course is designed to help students develop communication and different Business language skills + entry exam preparation (for MGE) Multicultural Working environment, student well-being, meetings, discussions (interactive speaking)

Each class, a mix of activities: - Building business vocabulary - Reading business-related materials - learning, drilling and applying grammar (based on needs) - practicing speaking in conversations with peers - improving oral comprehension skills (listening exercises) Homework: - assignments from teachers - Global exam self-study (compulsory, will be tracked)

Learning objectives: Objectives of this course: To improve speaking skills to create interaction To improve active listening skills To lead a presentation focusing on essential information in an interactive way To follow oral information given and actively participate in the subsequent exchange of knowledge To build up business vocabulary, To be prepared for the MGE entry exams

Methodology: Blended learning: face-to-face classes with Microsoft Teams assignments via Forms, Kahoot vocabulary quizzes, recorded speaking via Flipgrid, etc + online self-study (an online language platform, Global Exam) + tailor-made coaching via Microsoft Teams based on students' needs & online tracking Individual and group work. Business meetings simulation. Role plays.

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

Pedagogical methods: Discussion groups. Oral presentations. Free discussion around a theme. Simulations. Internet. Games. Teach

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 30%

Individual continuous assessment 40%

Skills:

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

BACH GK 08.04 - To write a paper in English

BACH 3 Chinois S5

Time volume (in hour): 13.5 **Total student workload:** 60 **ECTS:** 2 **Semester:** Autumn

Module's Manager: GRUNZIG Ina

Pre-requisites: BACH chinois 3&4 équivalent

Description: Interculturelle --- la langue chinoise des affaires

Il s'agit d'un enseignement de la langue chinoise, spécialisé dans les domaines économique et commercial. Objectifs pédagogiques (selon les niveaux) : conversations simples dans le milieu des affaires chinois, exposé d'un projet ou d'un bilan, entretiens, négociation.

Learning objectives: Put into practice international knowhow and skills

Methodology: débats ; exposés ; discussions

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

Pedagogical methods: Oral presentations. Debates

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

BACH 3 Deutsch S5

Time volume (in hour): 13.5 **Total student workload:** 60 **ECTS:** 2 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Grund- und fortgeschrittene Kenntnisse der deutschen Sprache, der deutschen Grammatik und Vokabularkenntnisse des 2. Studienjahres

Description: Behandlung aktueller Themen aus den Bereichen Wirtschaft, Gesellschaft, Politik und Kultur anhand von authentischen Unterlagen

Internationale Unternehmen; Europa aktuell; Deutschland-Frankreich; Immigration; Politik; Ökologie und Ökonomie; Wirtschaft und Globalisierung; Österreich und die Schweiz; Presse

Learning objectives: LG3 GK/GS- 7.3 Put into practice international business culture: - Fähigkeiten und Kenntnisse, um in einem internationalen Unternehmensumfeld zu agieren: allgemeine Kenntnisse über Europa und die EU; Analyse aktueller Themen aus den Bereichen Wirtschaft, Gesellschaft, Kultur und Politik; Vertiefung der geografischen und geschichtlichen Kenntnisse zu Deutschland; Verständnis von authentischen Materialien. - Durchführen von Präsentationen, Erstellen von schriftlichen Unterlagen (Präsentationen, Zusammenfassungen, Berichte) - Umfang, Art und Anzahl der Kursthemen hängen von der jeweiligen Gruppe und deren Sprachniveau ab. Der Lernfortschritt hängt vom Niveau der Gruppe ab.

Methodology: Dieses Modul umfasst 8 Kurse von je 2 Std. Jeder Kurs umfasst : Einführung des Vokabulars mit Hilfe von Hörtexten, Videos, Texten und weiterführende Diskussionen, Rollenspiele, Präsentationen. Bei Bedarf : Wiederholung der grammatischen Strukturen

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

Pedagogical methods: Seminars. Discussion groups. Oral presentations. Games. Free discussion around a theme

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

BACH 3 Espanol S5

Time volume (in hour): 13.5 **Total student workload:** 60 **ECTS:** 2 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Description: Se trata de un "curso de español por tema", que se articula alrededor del tema Negocios Internacionales en España y América Latina. El curso se dirige a la eventual integración del estudiante en una empresa internacional a través de una introducción a los elementos de estudio de la problemática internacional, y de una revisión de los actores y protagonistas en el escenario internacional actual. La revisión continua de gramática y vocabulario es parte del curso, pero esta revisión se hace a partir de los temas propuestos en el programa.

1. Las Negociaciones. 2. Las diferencias culturales en los negocios internacionales. 3. Las consideraciones interculturales. 4. La cumbre internacional. 5. Políticas de importación. 6. El mercado Actual. 7. La feria. 8. Los Salones.

Learning objectives: Put into practice international business culture. Ofrecer al alumno las herramientas conceptuales del contexto internacional para un análisis y diagnóstico riguroso y metódico de la problemática internacional. Y por último debatir sobre algunos problemas internacionales como : los intercambios económicos, el problema ecológico, el terrorismo, etc.

Methodology: Método de español por "tema" que comprende una serie de herramientas diversas y de mecanismos audio-orales, audio-vidéos y a partir de textos escritos (periodicos, revistas, etc.), audios y audiovisuales referidos al tema de la mundialización y sus consecuencias económicas, comerciales, culturales, medioambientales, etc.

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Course support. Compact audio cassette. Videotape

Pedagogical methods:

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

BACH 3 Français S5

Time volume (in hour): 13.5 **Total student workload:** 60 **ECTS:** 2 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: Test de niveau avant Sept avec Global Exam qui permettra de définir le niveau

Description: Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel.

Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien. (+ Global Exam DELF A1-A2) Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel. (+ Global Exam DELF B1-B2) Level 3 (= natifs/bilangues et C1-C2) : Un perfectionnement de la langue française, customisé. La pédagogie est autour de parcours customisés, projets individuels (choix libre), possibilité étudier LV3 avec plateforme en autonomie.

Learning objectives: Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien. Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel. Level 3 (= natifs/bilangues et C1-C2) : Un perfectionnement de la langue française.

Methodology: Apprentissage "blended": face-à-face + auto-apprentissage avec la plateforme en ligne Global Exam + sessions de coaching personnalisées pour répondre aux difficultés et besoins individuels

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

Pedagogical methods: Oral presentations. Debates. Internet. Games. Free discussion around a theme. Simulations. Teach

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

BACH 3 Italiano S5

Time volume (in hour): 13.5 **Total student workload:** 60 **ECTS:** 2 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Buona conoscenza della lingua italiana; la grammatica italiana e il vocabolario acquisito del secondo anno accademico

Description: Corso indirizzato agli studenti iscritti al terzo anno Bachelor. Il corso, che si sviluppa intorno al tema degli affari internazionali, prevede sia una parte teorica che delle attività pratiche.

Il corso offre una preparazione avanzata nel campo dei rapporti internazionali che coinvolgono l'Italia e le imprese italiane. Le competenze acquisite consentiranno allo studente di analizzare, interpretare, valutare e gestire i vari aspetti (ad esempio i processi di globalizzazione) nei quali si focalizza la dimensione internazionale dei fenomeni politici, giuridici, economici e sociali.

Learning objectives: LG3 GK/GS-07.1 Understand and communicate in foreign languages Fornire gli strumenti fondamentali della lingua e del vocabolario che permettono una buona comunicazione. Alla fine del corso gli studenti dovranno aver consolidato la conoscenza della lingua ed essere in grado di utilizzare il lessico specifico riferito al mondo del lavoro e dell'impresa. Gli studenti quindi avranno la possibilità di perfezionare le loro conoscenze linguistiche che permetteranno loro di comunicare con clienti e colleghi ma anche di apprendere il funzionamento del sistema economico e commerciale italiano.

Methodology: Spiegazione delle basi della grammatica da parte dell'insegnante, esercizi sul vocabolario, utilizzo supporti audio e video per la comprensione orale, per l'espressione orale e scritta e di testi di carattere commerciale, economico riferiti al mondo dell'impresa.

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

Pedagogical methods: Critical analysis. Researches. Oral presentations. Debates. Simulations

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 35%

Individual continuous assessment 30%