



COURSE CATALOGUE

2023-2024 Bachelor S6 ECH

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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



BSB TRIPLE ACCREDITED



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 6		Hours	ECTS Credits
Foreign language 1 S6 : Business English S6		15	2
Foreign language 2 S6 : Français S6, Deutsch S6, Italiano S6, Espanol S6, Chinois S6		15	2
Management challenge S4 (IS)		12	2
Intercultural Management and Communication S2		21	4
French culture & society S2		21	4
International issues (ECH)		18	3
Human Resources practises (ECH)		18	3
Initiation to research		30	18 (4 + 14)
Mémoire de fin d'études / Academic research paper			
EA Final report			8
Specialisation			
Wine Tourism (Dijon) - in English	WT: Direct wine sales	30	3
	WT: Professional wine tourism experience	30	3
	WT: Tourism marketing	30	3
	WT: Viticulture, oenology, sensory analysis	30	3
Data and Web (Dijon) - In English	DW : Data Analysis and Visualization	30	3
	DW : Data coding Languages For Business	30	3
	DW : Internet and Data	30	3
	DW : Data Projects For Business	30	3
International Business Management (Dijon) - in English	IBM: Administration	30	3
	IBM: Finance	30	3
	IBM: Human ressources	30	3
	IBM: Marketing Strategy and Operations	30	3

SEMESTER 6

- Classic courses offered :

Foreign language 1 et 2 / Management challenge S4 (IS) / Human Ressources Practices (ECH) / International Issues (ECH)/ Intercultural management et Communication S2 / French Culture & society S2 / Initiation to research / Academic research paper => must be taken together/
EA Final report

- Specialisations :

3 choices: Wine Tourism (4 modules) / International Business Management (4 modules) / Data and Web (4 modules)

Please take note: It is not possible to mix courses from different specialisations.

EA Final Report

ECTS: 8 **Semester:** Spring

Description:

The final report is a thematic research and analysis about one topic in relation with the academic disciplines that have been studied in the Bachelor programme at Burgundy School of Business. The final thesis is considered as a conclusion to the bachelor cursus in marketing, management, and international business. It must be carried out with relevant academic references and examples of companies' experiences.

Mémoire de fin d'études / Academic research paper

ECTS: 14 **Semester:** Spring

Module's Manager: SOULAS Celine

Pre-requisites: NA

Description: The dissertation is a written document consisting of the following elements - An introduction presenting the subject, the problematic and the plan; - A first part corresponding to a literature review listing in a structured way the main ideas from various documents, in particular at least three academic articles; - An applied second part mobilising factual documentary resources (figures, experience reports, description of professional or sectoral situations) to illustrate and put into perspective the ideas put forward in the first part; - A conclusion recalling the problematic and the main elements of the answer provided and proposing a critical look at the work carried out (limits of the work, acquisition of knowledge and skills linked to this work); - A bibliographic section - Appendices with illustrative documents. - The evaluation grid for the dissertation (see Annex 2)

Learning objectives: The Bachelor in Management dissertation is a written document aiming at formulating a problematic linked to a professional reality and at answering it by mobilizing and putting into perspective various documentary resources among which scientific articles. This work has a double learning objective: - to initiate students to research through the required approach: formulation of a problem, identification and analysis of documentary resources including scientific articles, comparison of scientific and factual information; - develop an in-depth knowledge of a given professional field corresponding to the students' choice of specialisation. More specifically, students will develop the following competences (see Bachelor in Management Competence Framework): - Know how to collect information, organise it, evaluate its relevance and present it - Be able to synthesise, to exercise a critical mind and to argue - Ability to express oneself in writing - Ability to express oneself orally

Methodology:

Teaching tools: E-learning. Manual. Periodical. Data base. Fascicule. Course support. Work

Pedagogical methods: Researches. Projects. Oral presentations. Inquiries. Panel analysis

Assessments:

Group continuous assessment - Collective oral presentation 40%

Group continuous assessment - Collective dossier 60%

Initiation to research

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

Module's Manager: REBOUD Sophie

Pre-requisites: None

Description: A course to support Bachelor Students writing their Bachelor thesis

Learning objectives: Les objectifs d'apprentissage de ce module permettront aux étudiant(e)s : (1) d'apprendre à formuler une problématique liée à une situation professionnelle et en lien avec la spécialisation choisie par les étudiant(e)s ; (2) de mener des recherches bibliographiques et de savoir différencier la nature des documents ; (3) d'exploiter la substance des documents et d'en retirer des éléments pertinents permettant de préciser la problématique et/ou d'y répondre ; (4) d'analyser le contenu d'un article scientifique et d'en faire une synthèse critique ; (5) de structurer les idées pour former un plan détaillé articulé autour d'une revue de littérature et d'une partie appliquée ; (6) de citer les divers documents en respectant les normes de présentation et la charte éditoriale BSB ; (7) de présenter à l'oral différents livrables associés à la réalisation du mémoire faisant l'objet ou non d'une évaluation certificative. En suivant ce module, les étudiant(e)s développeront les compétences suivantes (cf Référentiel de compétences du Bachelor in Management) : - Savoir collecter de l'information, l'organiser, en évaluer la pertinence et la restituer - Faire preuve d'esprit de synthèse, savoir exercer son esprit critique et savoir argumenter - Savoir s'exprimer à l'écrit - Savoir s'exprimer à l'oral

Methodology: La méthode choisie est une pédagogie active (active learning) impliquant les étudiants pendant les heures de cours et nécessitant un travail en amont et en aval des séances (lecture et visionnage de capsules vidéo, recherche documentaire). Le mémoire de Bachelor est un travail réalisé par équipe de trois ou quatre étudiant(e)s. Ces équipes d'étudiant(e)s sont suivies par un tuteur de mémoire qui est l'enseignant du groupe de module.

Teaching tools:

Pedagogical methods:

Assessments:

Individual continuous assessment - Individual executive summary 60%

Group continuous assessment - Collective oral presentation 40%

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. 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:** 18 **ECTS:** 3 **Semester:** Spring

Module's Manager: DITTER Jean-Guillaume

Pre-requisites: NA

Description: This course provides an overview of the major themes and issues within the field of geopolitics, allowing students to develop a broad understanding of the subject matter and its practical implications in the contemporary business world. Course objectives Develop an understanding of the concept of geopolitics, including its historical context, theoretical frameworks, and practical applications. Analyze and evaluate the complex interactions between geography, politics, and international relations in shaping geopolitical dynamics at the global, regional, and national levels.

Session 1 – Introduction: Definition of geopolitics, historical context, and theoretical frameworks Session 2 – Post-Brexit EU: Consequences of the United Kingdom's decision to leave the EU, including its impact on European integration and global alliances. Session 3 – The Ukraine crisis: Factors contributing to the conflict between Ukraine and Russia, including territorial disputes, energy interests, and geopolitical rivalries Session 4 – Global China: China's political and economic presence worldwide, current implications Session 5 – The USA: Domestic evolution and global presence, relationships with China Session 6 – The Indo-Pacific region: Strategic importance, power rivalries, and emerging alliances in the Indo-Pacific region

Learning objectives: Course learning goals Explain the key concepts of geopolitics, including its theoretical foundations and the contributions of major geopolitical thinkers. Critically examine various contemporary geopolitical challenges Develop research skills to gather and analyze relevant data, employ appropriate methodologies, and critically evaluate various sources in the field of geopolitics. Communicate effectively through written assignments, oral presentations, and class discussions.

Methodology:

Teaching tools: E-learning. Cases. Course support

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

Assessments:

Group continuous assessment - Collective case study 40%

Individual final exam - Written exam 60%

Management challenge (IS)

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

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

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... 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

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

Assessments:

Individual continuous assessment 50%

Individual continuous assessment 50%

Human resource practices (ECH)

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

Module's Manager: MONIER Hélène

Pre-requisites: Aucun

Description: Title : Human Resource Practices Course focused on management and HRM practices. Every manager is a local HR manager. As a future manager, you must practice local HRM practices.

Active learning

Learning objectives: At the end of this course, the participants will have staged different management and HRM practices and will be able to debrief and analyze them. The practical application is completed by the writing of HRM incidents or situations.

Methodology: active learning and practices

Teaching tools: E-learning. Cases. Course support

Pedagogical methods: Oral presentations. Debates. Simulations

Assessments:

Group continuous assessment - Collective oral presentation 40%

Individual continuous assessment - Written exam 60%

Skills:

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

BACH GK 02.03 - Analyse human resources management practices

IBM: Administration

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

Module's Manager: DITTER Jean-Guillaume

Pre-requisites: None

Description: The class introduces students to key issues in > International Contracts (12h) > International Business Operations (18h)

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:

Assessments:

Individual continuous assessment - Individual dossier 60%

Individual continuous assessment - Individual dossier 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

IBM: Finance

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

Module's Manager: DITTER Jean-Guillaume

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

Finance (18h) 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. Taxation (12h) 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 (18h) 1.- Introduction to International Finance 2.- Management of import/export operations 3.- Exchange rates and basic forex risk hedging 4.- Risk management Taxation (12h) 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: To know key tasks and issues of international financial management and understand their strategic importance to multinational companies Knowledge on the major concepts and facts related to international monetary and financial relations from a dynamic (evolution through time) and global (open and interdependent economies) perspective Understanding of how markets operate, how they are organized, managed and regulated. Understanding of major financial issues for firms (micro and meso-level analysis) as well as for national/regional economies (macro-level analysis).

Methodology: teaching language : english

Teaching tools: E-learning. Manual. Course support

Pedagogical methods:

Assessments:

Individual continuous assessment - Individual dossier 60%

Individual continuous assessment - Individual case study 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 04 - To know key tasks and issues of international financial management and understand their strategic importance to multinational companies

IBM: Human Resources

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

Module's Manager: MONIER Hélène

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 (trade unions) and the impact on the manager's job and effectiveness. > Understand how leadership styles and practices vary around the world – difference leadership/management > Training and career management, lifelong learning, holistic development

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

Assessments:

Individual continuous assessment - Individual oral presentation 60%

Group continuous assessment - Collective case study 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 02 - To know key tasks and issues of international human resource management and understand their strategic importance to global companies

IBM: Marketing Strategy and Operations

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

Module's Manager: DITTER Jean-Guillaume

Pre-requisites: None

Description: This class seeks to develop students' competencies in relation to international marketing and firm expansion, more generally. The internationalization process presents major opportunities and risks to firms. Furthermore, the globalization of markets and increased competition requires managers to pay attention to the international landscape. Therefore, this course focuses on marketing strategy and operations; with a specific focus on working across country borders. The international marketing task is made more challenging because of organizational factors and its ability to learn, as a collective.

Learning objectives: By the end of the course, the student should be able to: provide international strategic, tactical and operational advice to decision makers; explain key internationalization processes and theoretical frameworks; understand how to manages a sales team across countries/regions; and, express the main factors that influence the consumer buying behavior in international markets.

Methodology:

Teaching tools: Presentations, class activities, readings

Pedagogical methods: Lecturing, discussions, projects, presentations

Assessments:

Individual continuous assessment – Projects/activities & presentations 60%

Group continuous assessment – Projects/activities & presentations 40%

DW : Data Analysis and Visualization

Time volume (in hour): 30 **Total student workload:** 0 **ECTS:** 3 **Semester:** Spring

Module's Manager: LENTZ Frank

Pre-requisites: None

Description:

Advanced Excel for Data Analysis

In this module, students will dive deep into Excel, one of the most widely used tools for data analysis in the business world. They will learn not only the basics but also advanced techniques that are crucial for solving real-world business problems. This module will emphasize hands-on experience with real case studies, allowing students to apply their knowledge immediately. By the end of this module, students will be proficient in data preparation, data cleaning, and the use of pivot tables for summarizing and analyzing data. They will also understand how to connect to external data sources and web services, enriching their datasets for more robust analysis.

Introduction to ETL and data prep with Alteryx

ETL (Extract, Transform, Load) and data preparation are the backbone of data-driven decision-making, empowering professionals to transform raw data into actionable insights, a critical skill for success in the data-driven business landscape. In this module, students will be introduced to Alteryx, which has gained significant recognition and is being used by prominent organizations (PWC, banks...). Students will learn the concept of ETL and data prep and how they are applied in real-world scenarios. Through practical exercises and examples, students will gain hands-on experience with Alteryx, allowing them to perform data transformations efficiently. Moreover, students will have the opportunity to earn a micro-certification in Alteryx, a valuable addition to their professional credentials.

Introduction to Dashboarding and Data Visualization with Tableau

Data visualization is a key skill in conveying insights from data effectively. In this module, students will be introduced to Tableau, a leading software for creating interactive and informative data visualizations and dashboards. They will learn how to take raw data and turn it into compelling visual stories. Topics covered will include building interactive dashboards, creating various charts and graphs, and mastering data storytelling through visualization. Students will engage in hands-on projects to create their own dashboards and visualizations, giving them practical experience that they can apply in their future careers.

DW : Data coding Languages For Business


Time volume (in hour): 30 **Total student workload:** 0 **ECTS:** 3 **Semester:** Spring

Module's Manager: LENTZ Frank

Pre-requisites: None

Description:

In the field of data analysis, coding serves as the cornerstone that empowers professionals to efficiently dissect, transform, and extract valuable insights from complex datasets. Proficiency in coding is a distinct advantage that sets business students with that skill apart and can make a significant difference when applying for job opportunities. The approach ensures that coding is taught in a way that is accessible and engaging for our students.

-  Algorithmic Thinking with Scratch
 - Introduction to algorithmic thinking using Scratch.
 - Covers fundamental programming concepts.
 - Develops logical problem-solving skills.

-  Introduction to R for data manipulation.

R is a programming language and environment that is renowned for its powerful capabilities in data manipulation. It provides a wide range of libraries and functions specifically designed for handling and transforming data. With R, you can efficiently clean, filter, reshape, and analyze data sets, making it a go-to tool for data preparation and manipulation in data analysis and statistical tasks.

-  Excel Automation with VBA

Excel Automation with VBA (Visual Basic for Applications) involves using VBA programming to automate and customize tasks within Microsoft Excel or other Microsoft office software. It enables users to create macros and scripts that can perform repetitive actions, streamline data processing, and enhance the efficiency of Excel-related tasks.

DW : Data Projects For Business

Time volume (in hour): 30 **Total student workload:** 0 **ECTS:** 3 **Semester:** Spring

Module's Manager: LENTZ Frank

Pre-requisites: None

Description:

In the "Projects" module, students have the opportunity to explore a variety of areas, including Artificial Intelligence, image recognition, data automation, IoT, and Cloud computing, among others. They engage in practical learning experiences through hands-on projects with guidance from instructors, gaining valuable skills for real-world application and problem-solving using a variety of no-code or low-code tools in these and related fields.

DW : Internet and Data

Time volume (in hour): 30 **Total student workload:** 0 **ECTS:** 3 **Semester:** Spring

Module's Manager: LENTZ Frank

Pre-requisites: None

Description:

-  Introduction to Web Analytics
 - Understanding the importance of web analytics in decision-making.
 - Overview of key web analytics tools and platforms.
 - Data Collection and Tracking
 - Implementing tracking codes for web data collection.
 - Setting up Google Analytics and other web analytics tools.
 - Key Metrics and KPIs
 - Identifying and defining key performance indicators (KPIs) for web analytics.
 - Analyzing website traffic, user behavior, and engagement metrics.
 - Conversion Optimization
 - Strategies for improving website conversions.
 - A/B testing and experimentation for web improvement.
-  Data Regulations and Privacy
 - GDPR and Data Privacy
 - Understanding data protection regulations, with a focus on GDPR.
 - Compliance requirements and implications for data analysis.
 - Ethical Data Handling
 - Ethical considerations in data analysis.
 - Best practices for data privacy and security.
-  Practical Case Study

In a practical case study, students will have the opportunity to apply the knowledge and skills acquired from previous sessions and to acquire new skills. They will be tasked with a project that involves utilizing OBS (Open Broadcaster Software), Canva and social networks, and collaboration to prepare a live streaming event and analyze the data around that event. This real-world exercise will challenge students to integrate their expertise in data analysis, data visualization, and streaming technology for a practical and engaging project.

WT: Direct Wine Sales

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

Module's Manager: DUBOIS Magalie

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:

Pedagogical methods:

Assessments:

Group continuous assessment 50%

Individual continuous assessment - Quiz 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

WT: Professional wine tourism experience

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

Module's Manager: DUBOIS Magalie

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:

Assessments:

Individual final exam - Written exam 100%

Skills:

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

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

WT: Tourism Marketing

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

Module's Manager: DUBOIS Magalie

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:

Assessments:

Individual continuous assessment 20%

Individual final exam 30%

Group final exam 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

WT: Viticulture, Oenology, Sensory analysis

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

Module's Manager: DUBOIS Magalie

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

Assessments:

Individual continuous assessment 50%

Individual continuous assessment - Written exam 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

BACH 3 Business English S6

Time volume (in hour): 15 **Total student workload:** 60 **ECTS:** 2 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Pre-requisites: an optional module for BACH 3 TC in S6 a compulsory module for BACH 3 ALT in S6

Description: EXPANDING SKILLS: The S6 course is designed to help students develop & apply communication and different Business language skills + exam preparation for MGE if needs (optional/compulsory module, no credits)

Each class: - a mix of selected audio/video supports (for example, Ted Talks) with a follow-up discussion or real case studies (group work) - a mix of listening, reading activities - grammar based on needs
Homework: - is optional on Global Exam and/or assigned by teachers

Learning objectives: To improve and broaden students' ability to communicate effectively through spoken English. It covers various aspects of oral communication, including clarity, fluency, vocabulary, tone, body language, and overall confidence when expressing ideas, opinions, or information.

Methodology: Blended learning: face-to-face classes with Microsoft Teams assignments via Forms + online self-study (an online language platform, Global Exam) + tailor-made coaching via Microsoft Teams based on students' needs & online tracking for BACH 3 TC students. (NO coaching for BACH 3 ALT students) Individual and group work. Discussions/debates. Real case studies.

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

Pedagogical methods: Researches. Discussion groups. Debates. Free discussion around a theme. Case studies. Internet. Games

Assessments:

Individual continuous assessment 100%

Skills:

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

BACH GK 08.01 - To master oral and written communication in English

BACH 3 Chinois S6

Time volume (in hour): 15 **Total student workload:** 60 **ECTS:** 2 **Semester:** Spring

Module's Manager: GRUNZIG Ina

Pre-requisites: BACH3 Chinois S5

Description: L'approche de la matière se fera de multiples façons: textes inconnus, exercices d'audition, supports visuels, bandes sonores, BD, vidéo, etc. '

Chaque leçon aura un thème, parfois très large, sur la culture chinoise, des traditions, l'Histoire, la langue, des légendes, etc. ' et des points de grammaire très précis et pointus (aspects duratifs des verbes, sens dérivés des compléments complexes de direction, adverbes corrélatifs, particules passives, phrases relatives, etc. ')

Learning objectives: Ce cours vise à amener l'apprenant à parler et à comprendre avec une plus grande facilité la langue chinoise. Il lui permet également de pouvoir lire des textes sur des sujets variés à l'aide d'un dictionnaire, ainsi que de rédiger des textes courants. De plus, les points grammaticaux les plus importants ainsi que les notions des particularités grammaticales et lexicales du chinois sont vus, afin de permettre à l'apprenant de poursuivre seul son apprentissage par la suite.

Methodology: Le module comporte 8 séances de 2 heures. Workshop sur thèmes proposés ; débats ; exposés ; discussions

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

Pedagogical methods: Projects. Oral presentations. Debates

Assessments:

Individual continuous assessment 100%

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

BACH 3 Deutsch S6

Time volume (in hour): 15 **Total student workload:** 60 **ECTS:** 2 **Semester:** Spring

Module's Manager: POUX-MOINE Sandra

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: Critical analysis. Oral presentations. Debates. Internet

Assessments:

Individual continuous assessment - Individual oral presentation 100%

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

BACH 3 Français S6

Time volume (in hour): 15 **Total student workload:** 60 **ECTS:** 2 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Pre-requisites: Test de niveau avant Janvier avec Global Exam qui permettra de définir le niveau. BACH 3 FLE - optionnel.

Description: Entraîner aux 4 compétences, dispenser un enseignement linguistique et culturel et approfondir les acquis de Semestre 1.

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. DVD - Video support. Course support

Pedagogical methods: Discussion groups. Debates. Internet. Games. Free discussion around a theme. Simulations

Assessments:

Individual continuous assessment 100%

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

BACH 3 Italiano S6

Time volume (in hour): 15 **Total student workload:** 58.5 **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 semestre 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. DVD - Video support. Periodical. Course support

Pedagogical methods: Simulations. Internet

Assessments:

Individual continuous assessment 100%

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

BACH 3 Espanol S6

Time volume (in hour): 15 **Total student workload:** 58.5 **ECTS:** 2 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Haber validado los modulos de B1 à B5

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

Assessments:

Individual continuous assessment 100%

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