



COURSE CATALOGUE

2024-2025 CATALOGUE BACHELOR 2 S3 (English track)

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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...

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.

[SUMMARY](#)

Semestre 3	Languages	Hours module	ECTS Credits
International issues		27	4
Management Control		27	4
Communication		27	4
Products and services		27	4
English tutoring		21	2
Public speaking and eloquence			
Law 2		27	4
Business English S3		13,5	1
LV2 S3		13,5	1
TOTAL S3		183	24

English Tutoring / Public speaking and eloquence :
 Bootcamp module (only in english).
 You are allowed to choose ONLY ONE of the courses

CORE COURSES

Communication

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

Module's Manager: TAVILLA Valériane

Pre-requisites: none

Description: The main topics in the course will enable the student to assess and evaluate the role of advertising and other promotional mix elements in the integrated marketing communications program. Attention will be given to the various communication tools and the process by which integrated marketing programs are planned, developed and executed. The international environment will be examined that has an impact on the integrated marketing communication strategies.

Learning objectives: GK2 To be acquainted with the fundamentals of marketing and sales GK2.3 To understand and to make the connection between the marketing strategy and the commercial plan of action GS6 To work with others, to possess relational qualities GS7 To know how to communicate effectively, both orally and in writing

Assessments:

Group continuous assessment - Collective dossier 30%

Individual continuous assessment - Individual case study 70%

English tutoring

Time volume (in hour): 21 **ECTS:** 3 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: none

Description: A back-to-school seminar over 4 days before classes. This intensive course is for the students: * who have a rather low English level (the level could vary from pre-intermediate to Intermediate +). * who are resistant to speaking English in class (don't like to be corrected; don't want to make a mistake in front of the whole class; can't say what they want to say in English, etc)

• An interactive environment with instant feedback and tips to scaffold students' learning • Basic Business English + General English (everyday situations) • NO handouts but mini-supports and mini-tasks via Microsoft Forms • Limited (= « hidden ») grammar. • Speaking activities are prominent! • Each teacher will see where students need improvement and personalise his teaching material accordingly

Learning objectives: Students will : - Use English skills in a creative atmosphere - Gain confidence by speaking English with more people - Improve their everyday speaking skills - Improve their general vocabulary, grammar and listening skills

Methodology: Flexible teaching approach Focus on progression

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

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

Assessments:

Individual continuous assessment 60%

Individual final exam - Individual oral presentation 40%

Skills:

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

BACH GK 08.03 - To develop an oral argument in english

International issues

Time volume (in hour): 27 **ECTS:** 4 **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 (1) 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%

Skills:

BACH GS 01.05 - Identify and select relevant resources on a specific topic

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

BACH GK 07 - To know and understand international issues

Law 2

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

Module's Manager: JUNO-DELGADO Edwin

Pre-requisites: excellent english written and oral

Description: This course aims to provide a comprehensive treatment of business law in a way which is interesting and easily understood. Each class is supposed to begin with introduction to the basic definitions, concepts etc. concerning the issues that are to be discussed. Then regulations from different sources are to be confronted in order to be aware to the main terms.

This course complements the previous Introduction to Law course. It provides an overview of the major legal issues, concepts and principles which form the background to the employment, law and marketing law. These three topics will be studied within a holistic approach. In each topic we'll discuss the practical applications of rules making numerous cross-references and demonstrating the inter-relationship between the various subject areas. The program is therefore suitable for students intending to seek careers in many other areas, such as banking, management, marketing and finance.

Learning objectives: Business law 2 course aims to familiarize the students with legal concepts and terminology in topics which will be useful in their forthcoming professional career in business. The mains objectives are: a) To explain how the relationship of employer and employee is establishes and the incidents of the contract of employment; b) To understand the legal aspects of taxation, includes all contributions imposed by the government upon individuals for the service of the state. c) To understand what kind of legal issues can be thrown up during built an advertising campaign up.

Methodology: Input by the teacher, exercises, case studies. Written exam. Aim: to be able to use judicial knowledge as a tool in order to take decisions in front of managerial issues.

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

Assessments:

Group continuous assessment 30%

Individual continuous assessment 30%

Individual final exam - Written exam 40%

Skills:

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

BACH GK 01.03 - Use the main concepts of business law and ensure that rules are followed

Management Control

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

Module's Manager: PELLEGRIN Candice

Pre-requisites: Neither

Description: Discovery of management control. Several themes are discussed and accompanied by exercises: - The presentation of management control in general, of the actors (who are the management controllers?) And of the users (a major part of the company's stakeholders). - Theme 1: Costs (direct, indirect, fixed, variable, etc.), - Theme 2: The notion of margin, - Theme 3: The notion of budget.

Course of 8 face-to-face sessions (24 hours) and one shared session (asynchronous / synchronous) which will be carried out remotely. Session 1: Discovery of management control and actors + theme 1 on costs + exercises Session 2: Theme 1 on costs + exercises Session 3: Theme 2 on the margin + exercises Session 4: Theme 2 on the margin + exercises + Prepare to the midterm exam Session 5: Theme 2 on the margin + exercises Session 6: Theme 3 on the budget + exercises Session 7: Theme 3 on the budget + exercises Session 8: Revision session for the final partial and finalization : The less advanced students can redo exercises and the more advanced students can do additional exercises (of a higher level of difficulty, in order to improve) Session 9: Shared session (Link between artificial intelligence and Management Control)

Learning objectives: Understand the added value of management control in business (in carrying out projects, budgets, etc.) Have basic knowledge, but necessary, in cost calculation (various nature of costs, calculation of margin, break-even point, etc.)

Methodology: 3 hours face-to-face course: - Questions about the previous lesson, - Course (in slide form, article) - Exercises: to be done individually + correction

Teaching tools: Manual. Cases. Course support

Pedagogical methods: Case studies. Researches

Assessments:

Individual continuous assessment - Individual oral presentation 10%

Individual midterm assessment 40%

Individual final exam - Written exam 50%

Products and Services

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

Module's Manager: BARDEY Aurore

Pre-requisites: Knowledge of Marketing theory and framework

Description: This course aims at providing the theoretical elements and operational tools of product and service range decision making

The course is organized around two main axes : the upstream marketing plan strategic part in its product and service policy decision making, and the operational part and relevant tools.

Methodology:

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

Assessments:

Individual continuous assessment - Individual oral presentation 30%

Individual continuous assessment - Individual executive summary 35%

Individual continuous assessment - Quiz 35%

Public speaking and eloquence

Time volume (in hour): 21 **ECTS:** 3 **Semester:** Autumn

Module's Manager: MONTAGNER Eleonora

Pre-requisites: None

Description: Eloquence is the art of good speech, of persuading through speech. Being eloquent implies mastering rhetoric and its subtleties, being the latter the tool of eloquence, the discipline that prepares for the practice of this art, by learning to compose speeches appropriate to their purposes. The eloquence module will be organized, on the one hand, around the acquisition of the basic elements of rhetoric and, on the other hand, around the implementation of these skills through the practice of eloquence.

The course is organized around 11 sessions, both theoretical and practical, which will focus on: 1. Introduction to the basic elements of rhetoric through the history of rhetoric (inventio, dispositio, elocutio, actio; the types of speeches, the key elements of persuasion: ethos pathos logos; argumentation ad rem/ad hominem); 2. The discourse: targeting the objective; managing the ideation and organization of the contents of the discourse; the style; to know the audience; 3. Putting the speech into action: mastering the parts of the speech, identifying the different types of arguments; the modalities and characteristics of the different types of interaction (face-to-face, presentation to a PPP audience, meeting, debate, conference, motivational speech, etc.); respecting time and public attention constraints; anticipating objections; answering sensitive questions. 4. Non-verbal aspects of oral communication. We will focus on the vocal techniques; the facial expressions and the body language; the management of oral stress; the use of silence.

Learning objectives: The main objective of the course is to improve the quality and effectiveness of students' oral communication through the study, analysis and especially the practice of the elements that contribute to the success of communication. In particular, this course aims to develop in the student: - The Knowledge and the understanding of key elements of rhetoric, the communication techniques, the eloquence principles and public speaking; - The ability to use this knowledge to successfully expand its communicative impact also professionally in terms of public speaking

Methodology:

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

Pedagogical methods: Critical analysis. Case studies. Oral presentation

Assessments:

Individual continuous assessment - Individual oral presentation 60%

Individual continuous assessment - Quiz 40%

Skills:

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

BACH GS 01.04 - To be able to communicate orally

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

Business English S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: N/A

Description: CONSOLIDATION OF SKILLS: The S3 course is designed to help students develop & consolidate communication and different Business language skills. Multicultural Working environment, student well-being, internships & students' feedback (informal 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: Students will be able: - to improve informal speaking - to follow oral information given and formulate questions of interest to further the exchange (participation) - to communicate efficiently and professionally - to build up business vocabulary and oral comprehension skills -to improve grammar

Methodology: Blended learning: face-to-face classes with MicrosoftTeams 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

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

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

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 40%

Individual continuous assessment 30%

Chinois S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: GRUNZIG Ina

Pre-requisites: BACH chinois 1, 2 ou équivalent

Description: Entreprise - 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 Il s'agit d'un cours de la technique de négociation avec des interlocuteurs chinois, et des conseils pour la négociation avec les chinois. La différence culturelle est une question à ne pas négliger. Toutes les entreprises occidentales y sont confrontées en Chine, quelle que soit leur taille ou le secteur d'activités dans lesquelles elles interviennent

Learning objectives: LG3 GK/GS-7.2 Put into practice international knowhow and skills

Methodology: Débats ; exposés ; discussions

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

Pedagogical methods: Discussion groups. Oral presentations

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual continuous assessment 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

Deutsch S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Kenntnisse der deutschen Sprache, der deutschen Grammatik und Kenntnisse des allgemeinen Vokabulars und Kenntnisse der vorherigen Semester.

Description: Handel und Verhandeln

Kontaktaufnahme mit Kunden Auftragsabwicklung: Angebot und Bestellung Allgemeine Geschäftsbedingungen mündliches Verhandeln

Learning objectives: LG3 GK/GS-7.2 Put into practice international knowhow and skills Der Lernfortschritt hängt vom Niveau der Gruppe ab.

Methodology: Dieses Modul umfasst 11 Kurse von je 2 Std. Jeder Kurs umfasst : Einführung des Vokabulars mit Hilfe von Hörtexten, Videos, Texten. Weiterführende Diskussionen, Rollenspiele, Präsentationen Bei Bedarf : Wiederholung der grammatischen Strukturen

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

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual final exam 30%

Espanol S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Description: Este curso ha sido diseñado para que el alumno aprenda rápidamente el vocabulario específico del español referido al mundo de la empresa mientras desarrolla todas las destrezas del idioma español. El propósito principal de este curso es enseñar a los estudiantes de Español como se desarrollan los negocios del mundo hispano y ayudarles a localizar la información y los recursos necesarios para completar sus conocimientos específicos en gestión de empresas. Los estudiantes perfeccionarán destrezas en lengua española para comunicarse efectivamente con clientes y colegas y estudiarán las particularidades del sistema económico y comercial del mundo hispano.

1. Conceptos y definición de "Empresa" en español. 2. El empresario y su espíritu emprendedor. 3. Creación de una empresa. 4. Tipos de empresa y organigrama. 5. Objetivos de una empresa y análisis DAFO. 5. El plan de empresa o plan estratégico, conocer las principales etapas y partes del plan estratégico en español. Revisión de la formación y utilización del futuro y condicional. 7. El mercado Latinoamericano. 8. Las nuevas tecnologías. 9. La responsabilidad empresarial. 10. El financiamiento de la empresa. Las cuentas anuales.

Learning objectives: Put into practice international knowhow and skills

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 de carácter comercial, económico, de administración, etc., referido al Mundo de la Empresa.

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

Pedagogical methods: Case studies. Discussion groups. Oral presentations. Debates. Internet. Free discussion around a theme

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 30%

Individual continuous assessment 35%

Français S3

Time volume (in hour): 13.5 **ECTS:** 1 **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/bilingues 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/bilingues 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%

Italiano S3

Time volume (in hour): 60 **ECTS:** 1 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Buona conoscenza della lingua italiana: la grammatica italiana e la conoscenza del vocabolario generale e professionale

Description: Corso indirizzato ad allievi iscritti al primo semestre del secondo anno Bachelor che possiedono un livello d'italiano intermedio/avanzato. Il corso si rivolge a studenti che intendano consolidare le basi del linguaggio degli affari e del commercio e le conoscenze culturali necessarie per un'interazione efficace nel contesto lavorativo delle aziende italiane (si affrontano anche temi attuali riguardo il rapporto impresa-mercato come: la nascita in Italia di nuovi imprenditori stranieri, il mercato alimentato da una nuova domanda, quella degli immigrati, ecc.).

Il corso si basa sullo studio dell'azienda, il nucleo fondamentale delle economie di sempre. La struttura del corso è stata creata appositamente per fornire una panoramica esauriente delle principali aree funzionali dell'interazione commerciale.

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. Preparazione test di livello CECRL.

Methodology: Metodo di italiano che comprende una serie di strumenti e di supporti audio, video, testi commerciali, economici, riferiti alla al mondo dell'impresa e del mercato italiani.

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

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

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 35%

Individual continuous assessment 30%