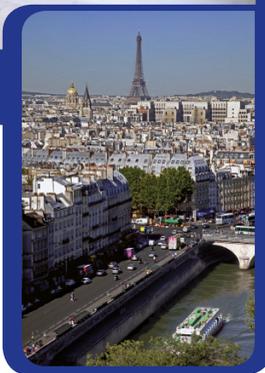


Come and Study in Paris on our International Business Programme



January - June 2017



All classes are taught in English



Spring semester – 2017

Common core programme	
Business English	2
International Business Game (One week)	2
European Institutions	2
International Trade	2
Human Resources Management	2
Corporate Communication	2
Specialisation programme (Choose one subject)	
Financial and Management Control, Strategic Management	6
Operational and Strategic Marketing, E-Marketing	6
Optional programme (Choose two modules)	
Intensive French	3
Cross Cultural Communication	3
Web Design	3
Report writing	
Six-week work internship or work-group project	6
Total	30

2017 Academic schedule

	Week	Starting date
Introduction Week	Week 4	January 25, 2017
Intensive French		
Courses	Week 5-6	January 30, 2017
Winter break	Week 7	February 13, 2017
Courses (Business Week)	Week 8 to 16 (Week 10)	February 20, 2017 (March 6)
Spring Break	Week 14-15	April 3, 2017
Internship or group-project	Week 17	April 24, 2017
Final seminar	Week 24	June 13, 2017

PART ONE

COMMON CORE PROGRAMME*

* 6 compulsory modules whose aims are to give a general and theoretical culture in business and management.

Classes will be taught by members of our Business and Business English teaching staff, as well as by some of our European university partner teachers who participate in the annual Business Weeks.

Module 1: Business English

Objective: This course seeks to offer students essential English business language skills so that they can communicate in everyday professional situations abroad.

Content: Lectures and exercises to communicate more effectively in English for professional activities such as meetings, presentations, negotiations, emailing or telephoning.

Prerequisites: Basic English

Teaching method: Lectures and group work

Duration: 18 hours

Credit: 2

Module 2: International Business Game

Objective: Students will learn to analyse a set of cross-functional information in an international learning environment through a study case. At the end of the simulation, students will be able to identify the decisions to be taken; develop new solutions integrating various kinds of information and apply methods and tools while being aware of limits and conditions of validity.

Content:

- Professional role-play
- Strategic management simulation game

Prerequisites: None

Teaching method: Business Game

Duration: one week

Credit: 2

Module 3: European Institutions

Objective: This course introduces students to European Union Institutions.

Content: Lectures will enable students to :

1. Clarify the community decision-making process
2. Appreciate the hierarchy of norms in the context of European integration
3. Understand the evolution of the construction of Europe

Prerequisites: None

Teaching method: Lectures and group work

Duration: 18 hours

Credit: 2

Module 4: International Trade

Objective: This course aims to help students to get an overview of the international nature of exchanges, issues, circuits and tools. It also aims to provide a general understanding of the economic policy decisions and of the role of international public institutions in the regulation of economic activity. A historical perspective on international trade, economic policy and theory will be adopted.

Content:

- Globalisation of exchanges (role of World Trade Organisation; International monetary Organisation; European economic relationship)
- Main trends in economic thought, theory and policy
- Macro-economic balances
- Regulation devices

Prerequisites: general knowledge in economic theory

Teaching method: Lectures and group work

Duration: 18 hours

Credit: 2

Module 5: Human Resources Management

Objective: This course introduces students to the challenges of human resources management.

Content:

- HR domains (remuneration; recruitment; training; legal issues)
- Main tools used in individual and collective management

Prerequisites: none

Teaching method: Lectures and group work on case analyses

Duration: 18 hours

Credit: 2

Module 6: Corporate Communication

Objective: This course seeks to approach the communication issued by companies/ organizations/ institutions to their public. Public here can be both internal and external.

Content:

1. Lectures on how organizations can strategically communicate to their audiences through public relations and advertising.
2. The exercises given will offer students the opportunity to analyse and understand the variety of communication tools used in different companies and institutions.

Prerequisites: None

Teaching method: Lectures and group work

Duration: 18 hours

Credit: 2

PART TWO

SPECIALISATION PROGRAMME*

- *Students must choose one specialisation either:*
 - *Financial and Management Control, Strategic Management*
 - *Operational and Strategic Marketing, E-Marketing*

Financial and Management Control, Strategic Management

Objectives	<ul style="list-style-type: none"> - To provide an overview of the decisions and actions which determine the long-run performance of a company - To form an opinion on the financial situation of a company - To present a financial analysis using cash flows and the profitability risk relationship - To learn about the role of costing management - To master the development of a budgetary system - To evaluate results and performances 	
	Financial Management	Management Control
Skills	Students must be able to: <ul style="list-style-type: none"> - Give an economic and financial reading of a profit and loss account and of a balance sheet - Compile and explain a flow statement - Measure and evaluate the economic and financial profitability of a company 	Students must be able to: <ul style="list-style-type: none"> - Calculate costs per activity - Choose and implement a relevant costing system - Understand the articulation between different costing management tasks - Construct different budgets - Calculate and analyse variances
Content	<ul style="list-style-type: none"> - Basic ratios - Operating income analysis, cash-flow statement analysis - Method of diagnosis - Profitability and financial leverage 	<ul style="list-style-type: none"> - Methods of costing (activity based costing, marginal costing) - Break analysis - Budgets - variances - Dashboard

Prerequisites: General knowledge in Accounting and Costing

Teaching method: Lectures and group work on business cases

Duration: 35 hours

Credit: 6

Operational and Strategic Marketing, E-Marketing

Objectives	<ul style="list-style-type: none"> - To master the elements in a marketing plan - To work on the coherence of the marketing plan - To create a marketing plan - Get a good picture of the tools used in strategic analysis - To understand new forms of marketing developments offered by ITC 	
	Operational Marketing	Strategic Marketing
Skills	Students must be able to: <ul style="list-style-type: none"> - Create a product policy - Fix the price of the product - Determine an adapted distribution policy - Construct the communication plan - Ensure the coherence of the marketing plan 	Students must be able to: <ul style="list-style-type: none"> - Construct strategic analysis tools - Use these items to decide on strategic choices - Work out their plans of action within the marketing plan - Plan objectives and means within the context of time and space
Content	<ul style="list-style-type: none"> - Product policies - Pricing policies - Distribution policies - Communication policies - The marketing plan and its coherence 	<ul style="list-style-type: none"> - Differences and complementarities between strategic and operational marketing - The origins of the notion of strategic marketing (models) - The strategic approach in marketing (diagnosis of the strategic choices, fields of strategic activity) - Tools used in strategic decision-making (product life cycle, models for strategic analysis) - The main strategies (according to the demand, growth...) - E-Marketing as a strategic tool for businesses, changes in business models

Prerequisites: General knowledge in marketing

Teaching method: Lectures and group work on business cases

Duration: 35 hours

Credit: 6

PART THREE

OPTIONAL PROGRAMME*

* For the optional programme, students must choose two modules from the three proposed below:

- Intensive French
- Cross Cultural Communication
- Web Design

Module 1: Intensive French

Objective: This course seeks to help students to get fluency in spoken and written French in everyday situations. It will also aim to provide an understanding of French culture and society.

Content: Intensive French classes are based on an integrated skill approach with listening, speaking, reading and writing. Vocabulary development and grammar skills will be emphasized.

Prerequisites: None

Teaching method: Lectures and Group work

Duration: 18 hours

Credit: 3



Module 2: Cross Cultural Communication

Objective: Speaking the same language does not guarantee understanding and good communication when people come from different cultures. The aim of this course is two-fold:

- to provide a basic understanding of cultural diversity and keys to cross-cultural communication,
- to focus on job search differences across borders.

Content: Lectures and activities will focus on the concept of culture and representation and will enable students to understand communication within an intercultural framework. Students will also work on their CVs, edit their LinkedIn profiles.

Prerequisites: None

Teaching method: Lectures and group work

Duration: 18 hours

Credit: 3

Module 3: Web Design

Objective: Students will learn to design HTML driven web pages to be displayed on the World Wide Web.

Content: Web design encompasses a number of important elements including colour, layouts and overall graphical appearance. Web designers consider the site's audience, functions and the number of hits to specific sections when deciding on their final design.

Prerequisites: General knowledge in computing

Teaching method: Group work in computing rooms

Duration: 18 hours

Credit: 3

PART FOUR

WRITTEN REPORT



Students are offered two possibilities:

1) Work group project

Students can be given a special assignment related to one of the subjects of their international academic programme. With the help of a member of the teaching staff, students will have to define the topic they will focus on. They may have the opportunity to integrate a work-project with French students.

2) Internship

They can perform an internship either in an international company in France, or abroad for a total duration of 6 weeks. This supervised training period will give students a professional experience in a company.

The monitoring and supervision of the work placement are carried out by a tutor in the company and a member of the teaching staff who will be in contact with the host organisation and will give advice on the writing of the final report.

Whatever option will be chosen, students will have to write a forty-page report which aims, on the one hand to show students' ability to apply what they have learned, on the other hand to report on their contribution to the company or on their understanding of cultural differences in their everyday life, work environment or studies.

This report will be presented orally to an examination board of at least two people for around 30 minutes. This final presentation will be held during the last week of the spring semester during the final seminar.



Application Form 2017

Registration deadline is October 31, 2016

Come and Study in Paris
on our International Business Programme

1. Personal details

Family name: First name(s):

..... Date of birth: (dd/mm/yyyy)

Place and Country of birth:

Nationality: Gender: Female Male
(Please attach a copy of your passport)

2. Contact details (permanent address)

Street: Postal code:

City: Country:

Telephone: Mobile: E-mail:

3. Contact details in France (to be completed after the first week)

Street: Postal code:

City: Phone number:

4. Home Institution

Home Institution Name:

Home Institution Address:

Programme Coordinator's Name:

Telephone:

E-mail:

Degree for which you are currently studying at your home institution:

5. Specialisation and Optional Modules

(In addition to the core programme, students are required to choose one specialisation subject and two optional modules). Tick your specific choices

Subjects*	Yes	No
Specialisation		
Financial and Management Control, Strategic Management	<input type="checkbox"/>	<input type="checkbox"/>
Operational and Strategic Marketing, E-Marketing	<input type="checkbox"/>	<input type="checkbox"/>
Optional modules		
Intensive French*	<input type="checkbox"/>	<input type="checkbox"/>
Cross Cultural Communication	<input type="checkbox"/>	<input type="checkbox"/>
Web Design	<input type="checkbox"/>	<input type="checkbox"/>

* Beginner Intermediate Advanced

6. Signatures

Place and date:

Signature of the student:

Home institution signature and stamp
We hereby acknowledge receipt of the application.

Programme coordinator's signature:

Name:

Date:

Institution coordinator's signature:

Name:

Date:

The electronic version of :

- This application form
- The learning agreement
- The accomodation agreement

are to be sent to : elina.absalyamova@univ-paris13.fr **and** incoming@univ-paris13.fr

Accommodation



Here is a list of useful resources to help students find accommodation. Our university team will do their best to find you appropriate accommodation.

Students Residences Websites

The student residences offer functional apartments and amenities to meet students' needs. It offers furnished and/or fully-equipped apartments ranging from studios to two-bedrooms.

www.adele.org/public/residence/residence-claude-levi-strauss-saint-denis.php

www.adele.org/public/residence/residence-marie-curie-saint-denis.php

www.adele.org/public/residence/les-estudines-saint-denis-basilique-saint-denis.php

www.adele.org/public/residence/les-marronniers-saint-denis.php

www.adele.org/public/residence/studea-basilique-saint-denis.php

www.estudines.com/residence-logement-etudiant-paris-13.html

www.university.fr/index.php?do=carte_france.do (click on Choisissez votre ville)

www.ica-de-immobilier.com/residence-services-etudiant.html (click on Recherche par ville)

● **CROUS (student accommodation office)** — Website: www.crous-creteil.fr

This office is specialized in students' accommodation, but the demand is greater than the supply.

Depending on the location and the size of the accommodation offered, monthly rents may vary from 200 euros to 450 euros. Students applying for residence halls must keep in mind that they will be requested to pay 3 months' rent and a deposit before their arrival to Paris.

« Flat-sharing » Websites

<http://erasmusu.com/en/erasmus-paris/room-for-rent-student>

www.appartager.com (click on Je cherche une collocation, Paris-Ile de France)

www.colocationfrance.fr (click on Je cherche une chambre, Paris-Ile de France)

www.e-colocation.fr (you need to register first-free registration)

www.kel-koloc.com (click on France, Région Parisienne, Offre de collocation)

www.ma piaule.com (click on collocation for flat-sharing, or location to rent an apartment)

www.leclubetudiant.com (click on A la recherche d'un logement). This site offers free consultation of classified accommodation advertisements from private individuals.

Estate Agencies near the IUT

Guy Hoquet L'immobilier. — 40, rue Gabriel-Péri. 93 200 Saint-Denis.

Phone: +33 1 42 43 09 74. Fax : 01 48 09 33 36. Email: saintdenis@guyhoquet.com

Century 21 Riva Immobilier. — 96 rue Gabriel-Péri. 93200 Saint-Denis.

Phone: +33 1 48 20 50 51. Fax: 01 48 20 16 11. Email: century21riva@wanadoo.fr

Saint-Denis Immobilier. — 28 & 58 rue Gabriel-Péri. 93200 Saint-Denis.

Phone: +33 1 48 27 42 22. Email: info@saintdenisimmobilier.fr

Short-term furnished apartment rentals

1) Paris attitude: a real estate agency specialized in short-term furnished rentals

<http://www.parisattitude.com/>

2) Airb&b: a website rental marketplace (individuals renting a furnished room or apartment)

<https://www.airbnb.fr>

« Intergenerational Accommodation » Websites

Principle: a senior citizen gives accommodation (bedroom or studios); in exchange, the student participates to the common ordinary life, shares his meals with the senior citizen and is a reassuring presence for him.

www.besoin2toit.com

www.leparisolidaire.fr

www.ensemble2generations.fr

Youth Hostels in Paris

1) **St-Christophers and Belushis Paris. 159, rue de Crimée. 75019 Paris.**

Phone: + 33 1 40 34 34 40. Phone.: +33 672 91 32 34. Fax: +33 1 40 34 31 38. Métro: "Crimée". Website: www.st-christophers.co.uk

4) **CISP Kellermann. 17, boulevard Kellermann. 75013 Paris.**

Métro : "Porte d'Italie" or bus PC1: "Damesme" or "Porte d'Italie" — Website: www.cisp.fr

5) **CISP Ravel. 6, avenue Maurice-Ravel. 75012 Paris.**

Métro: "Bel-Air" or "Porte de Vincennes" or "Porte dorée". Or bus 29: "Jules Lemaître" or "Maurice Ravel". Or bus PC2 or 56: "Porte de Saint-Mandé" — Website: www.cisp.fr

Contact information

For further information about our International Business Programme, please contact:

E-mail elina.absalyamova@univ-paris13.fr
Subject: International Business Programme

Mail IUT Saint-Denis (Université Paris 13)
Département GEA - Elina Absalyamova
Head of the International Business Programme
Place du 8 Mai 1945
93206 Saint-Denis Cedex
France

Tel +33 1 49 40 62 80 (IR assistant) Fax +33 1 49 40 62 60

For further information regarding the ERASMUS procedure (learning agreement, university accommodation...), please contact our university International Relations Office at the following e-mail address: incoming@univ-paris13.fr

The detailed programme and application form are posted on our website:

www.univ-paris13.fr/international-business-programme/

www.iutsd.univ-paris13.fr/iutsd/international.html

Application deadline for entry on the programme is October 31, 2016.

