

ESSCA course offer in English, fall 2009

Semester “European Business Environment”

Open to students who study on master level.

(Students from their last year of undergraduate studies may be admitted.)

**Designed for students with a first degree from fields other than
business or management.**

Duration: September to December each year.

Core courses

MIB400	Contemporary Europe	45 hrs / 6 ECTS
MIB401	European Economics	30 hrs / 4 ECTS
MIB402	Intercultural Communication	45 hrs / 6 ECTS
MIB403	Principles of Management	30 hrs / 4 ECTS
MIB404	Marketing Essentials	30 hrs / 4 ECTS
MIB405	Corporate Finance Essentials	30 hrs / 4 ECTS

In addition

MIB406	French Language Classes	45 hrs / 6 ECTS
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CONTEMPORARY EUROPE

Semester manager: Albrecht SONNTAG

Office n° 922 (Pôle J) – tel. : 02.41.73.57.18 – e.mail : albrecht.sonntag@essca.fr

Course instructors: Albrecht SONNTAG and invited guest speakers

Teaching language: English

Semester: 7 (fall)

Code: MIB400

Total number of hours: 45 / ECTS credits: 6

PREREQUISITES

Curiosity about Europe and the European Union / intercultural sensibility and open-mindedness.

PRESENTATION & EDUCATIONAL GOALS

The objective of the course is not to study history for history's sake but to understand where the present comes from and why Europeans think and live they way they do. The study of the profound historical patterns which have shaped and divided Europe over the centuries will provide students with the necessary tools to make sense of the present European environment people, institutions and companies move and work in.

COURSE OUTLINE

The course is taught in 15 3-hours sessions., the last 3 of which are taught by invited guest speakers on matters of current interest and relevance.

Session 1	Defining Europe/ The meaning of "Europe", "EU", "European Integration"
Sessions 2-3	The idea and the emergence of the European Union: Study and analysis of visionary texts about European unity / The theories and action of Jean Monnet before and after 1950 / The impact of the Marshall Plan / ECSC
Sessions 4-6	The Institutional Framework and the Decision-Making Process : The European Commission, The European Council, The European Parliament, The decision-making process in the institutional triangle, other major European institutions
Sessions 7-8	Major EU Policies : Analysis of the budget of the European Union / Major policies of the European Union
Session 9-10	Attempts at institutional reform since 2000: The Nice Treaty / The work of the European convention and the constitutional draft / The referenda and the period of reflection / The Berlin declaration / The Lisbon Treaty
Sessions 11-12	Issues of governance and legitimacy of the European Union: "The democratic deficit" / Public support of the European Union / Euro-scepticism./ The European Social Model / Hypotheses on European Identity
Session 13	Invited guest speaker
Session 14	Invited guest speaker
Session 15	Invited guest speaker

SKILLS TO BE ACQUIRED

At completion of this course, students will have gained a thorough understanding of the European Union, its impact on both world economy and transnational business opportunities, its innovative features and its limitations. Students will be also make progress in putting traditional patterns of thought into question and open themselves to different perspectives.

EDUCATIONAL METHODS

Lectures and class discussion

PERSONAL TASKS AND INTERNAL CLASS RULES

Regular preparatory readings and term paper

ASSESSMENT

Intermediate test (25 %) / Individual research paper (50 %) / Final test on guest lectures (25%)

BIBLIOGRAPHY

The extensive course hand-outs draw on a large bibliography in European integration.

A list of additional recommended reading is given at the beginning of the semester.

In general, students are expected to be(come) familiar with the main website of the European Union <http://www.europa.eu>., as well as with the most useful media websites that provide in-depth information on the EU and international relations in English, especially <http://www.guardian.co.uk> (special report EU under <http://www.guardian.co.uk/eu/>) / www.iht.com / www.ft.com / www.economist.com, (please note that *The Financial Times* and *The Economist* are also available in print in ESSCA library as well as on Proquest database on [ESSCANET](http://www.esscanet.com)). For speakers of French, www.lemonde.fr is an excellent source of news and analysis.

EUROPEAN ECONOMICS

Semester manager: Albrecht Sonntag

Office n° 922 (Pôle J) – tel.: 02.41.73.57.18 – e.mail : albrecht.sonntag@essca.fr

Course led by Dr David Rees, tel.: 02 41 22 54 77 – E-mail: david.rees@agrocampus-ouest.fr

Course language: English

Semester: 7 (fall)

Code: MIB401

Total number of hours: 30 / ECTS credits: 4

PREREQUISITES – Some knowledge of and interest for economics is a prerequisite.

PRESENTATION & EDUCATIONAL GOALS

This course aims to provide a general understanding of the European Union from an economic perspective. It looks at the functioning and the policies of the European Union and the effects both within and outside the EU of the application of those policies; this inevitably leads to an approach that combines both economics and politics. In order to understand some of the economic issues studied, the programme includes lessons on basic macro-economic theory. By the end of the course, students should be able to provide their personal, critical analysis of the most controversial European economic, political and social issues.

COURSE OUTLINE

Session 1	Organisation of groups and allocation of subjects for presentation. Team quiz to test current knowledge of the EU and discussion. General introduction to the principal EU topics.
Session 2	Student presentation: History and limits of EU enlargement – Discussion. Policy issues: Copenhagen Criteria, EMU & EU membership, EEA and EFTA, Neighbourhood programme, Mediterranean programme, Schengen agreement
Session 3	Student presentation: World trade groups – Discussion on the EU's global role. EU economic policy and application: The history of money; The creation of the Euro; The Maastricht Criteria; The Stability Pact; Measuring growth
Session 4	Student presentation: Airbus vs Boeing; past present and future. Discussion. The Galileo Project; film and discussion. R&D, funding and economies of scale. Economic theory and application, Fiscal sovereignty and monetary control, Interest rate changes, Inflation control, Currency value, Secondary effects.
Session 5	Student presentation: The role of the WTO. Discussion. Macroeconomic effects on companies: The effects of IR change on company import and export risk, The theory of elasticity, Import risk, Export risk.
Session 6	Student presentation: The UK and the Euro: in or out? Discussion. Economic theory and application: Fiscal policy, national budget, Growth forecasts and budget planning, Direct and indirect taxes, Tax drift
Session 7	Student presentation: Turkish membership of the EU. Discussion. Economic policy: Structural funds; The Lisbon agenda: rhetoric or action?
Session 8	Student presentation: EU sugar production and dumping. Discussion. EU policy: The Common Agricultural Policy (History, Mechanisms, Production subsidies, Export subsidies)
Session 9	Student presentation: EU trade wars. Discussion. EU policy: The effects of the CAP on the World, The World food crisis. Exam revision
Session 10	Final written exam.

TEACHING METHODS & PERSONAL TASKS

Student-centred teaching methodology based on dyad and small-group work. Lectures will introduce students to the traditional economic concepts and arguments, but the greater part of the time will be given over to pair-work, small-group discussions and group presentations. Class preparation and participation are mandatory. Each student is expected to read study material and do some research and to present an oral and written report as part of a team

GRADING SCHEME

30-min. group presentation (25 %) / Final written exam (75 %)

WEBLIOGRAPHY – Students are expected to be familiar with www.europa.eu / as well as The World Fact Book (CIA): <http://www.cia.gov/cia/publications/factbook.htm>, Business & economic statistical data from major trading organisations: <http://www.businessjeeves.com/StatisticsTradeBloc.htm>. See also course web links under <http://www.multimania.com/davidrees>

BRUSSELS STUDY TRIP

Students who attend this class are offered the possibility to participate in a 3-day study trip to Brussels. The trip takes place at the end of November. Details about programme, organisation and travel costs are given at the beginning of the semester.

INTERCULTURAL COMMUNICATION

Semester: 7 (fall)

Semester manager: Albrecht SONNTAG

Code: MIB402

Office n° 922 (Pôle J) – tel.: 02.41.73.57.18 – e.mail : albrecht.sonntag@essca.fr

Course led by Dr Albrecht SONNTAG. Dr Marie-Noëlle COCTON

COURSE LANGUAGE: English

Total number of hours: 45 / ECTS credits: 6

PREREQUISITES Intercultural sensibility and open-mindedness**PRESENTATION & EDUCATIONAL GOALS**

In a globalised economy each actor is increasingly likely to work with colleagues and partners from the most different cultural environments. Cross-cultural awareness and communication skills are therefore essential assets. The course aims at introducing students to the main issues of intercultural communication and the underpinning theories from social sciences, drawing on their personal experience within the ongoing semester. Additional emphasis is laid on the efficient use of English as means of global communication and the acquisition or development of French language skills.

COURSE OUTLINE

The course is divided into three distinctive parts: an introductory seminar at the very beginning of the semester (sessions 1-5), several sessions on fundamental concepts on intercultural communication and identity construction (sessions 6-13), and a debriefing seminar on cultural awareness (sessions 14+15) at the very end of the semester.

Session 1	Introduction: BARNGA simulation game / discussion and debriefing.
Session 2	The concept of communication: theories and application.
Session 3	Language and interculturality: film "One day in Europe" / discussion on linguistic diversity and communication / English as globalisation's lingua franca
Session 4	Professional communication: international expectations and cultural factors in communication performance / Global standards: the case of PowerPoint
Session 5	Global standards of methodology: expectations towards academic work
Session 6	Globalisation: history of the concept, interpretations, introduction to major texts
Session 7	The dialectical nature of cultural globalisation tendencies: theories of cultural convergence and divergence
Session 8	Definitions of culture: historical evolution of the concept & interpretation of culture / models of culture / culture and subcultures in the identity formation process
Session 9	National culture: hetero-stereotypes and auto-stereotypes / the salience of national culture in the individual identity formation process / transmitters of culture
Session 10	Nationalism: history and development of the nation-state / classical and contemporary theories of nationalism / the role and function of national symbols
Session 11	Dimensions of culture: short case studies / analysis of critical incidents / parameters and dimensions for measuring culture / major academic authors
Session 12	Values and value change / ethnocentrism / theories of adaptation and psychosocial adjustment strategies
Session 13	Multicultural teamwork: potential of multicultural teams / emotions and conflicts / task strategies and process strategies for successful multicultural teamwork /
Sessions 14-15	A one-day debriefing seminar: Analysis of individual and collective semester experience in a multinational study environment.

SKILLS TO BE ACQUIRED

Students will learn how to be aware of behaviour patterns in multinational groups and develop skills and strategies to deal with situations resulting from cross-cultural interaction.

EDUCATIONAL METHODS – Lectures, class discussion, games, self-study work

GRADING SCHEME

One multiple-choice test (10%) and three short essays over the semester (30% each)

Full attendance and active participation are absolutely mandatory for validation of this course.

BIBLIOGRAPHY

Bennett, M., *Basic Concepts of Intercultural Communication*, Intercultural Press, 1998

Hofstede, G. *Culture's Consequences*, Sage, 2001

Landis, D. / Bhagat, R.S. *Handbook of Intercultural Training*, Sage, 1996

Mead, R. *International Management: Cross-Cultural Dimensions*, Blackwell, 1998

Samovar, L.A. / Porter, R.E., *Intercultural Communication: A Reader*, Wadsworth Publishing, 2000

Trompenaars, F. / Hampden-Turner, C. *Managing People Across Cultures*, Capstone Publishing, 2004

Trompenaars, F. *Riding the Waves of Culture*, The Economist Books. 1994

PRINCIPLES OF MANAGEMENT

Semester manager: Albrecht Sonntag

Office n° 922 (Pôle J) – tel. : 02.41.73.57.18 – e.mail : albrecht.sonntag@essca.fr

Course led by Neil Thomas – e.mail : neilthomas_1@live.fr

COURSE LANGUAGE: English

Semester: 7 (fall)

Code: MIB403

Total number of hours: 30 / ECTS credits: 4

PREREQUISITES

This course has been designed for students on Master's level who have no or little previous knowledge of the aspects of Management.

COURSE CONTENT AND LEARNING OBJECTIVES

Management is the full range of functions that serve an organisation's operational needs and wants, and covers the full gamut of activities. This course provides students with a survey of the principles and practices of modern management. It will start with an overview of the history of management, and go on to review topics including Managing change, Managing strategy, Managing people, Managing the organisation itself, and other current relevant management issues.

After completing the course students will be able

- to understand and apply fundamental concepts and principles of management;
- to integrate the different inter-relating functions of management into a holistic perspective;
- to comprehend the dilemmas in decision-making and develop problem-solving strategies;
- to understand clearly what management is and what it is not.

COURSE SCHEDULE

The course is taught in 10 three-hour sessions.

Session 1	Introduction to Management: a short history of Management, the management challenge; the science & art of management, leadership in organisations.
Session 2	Managing change: creating a consumer focus; customer strategy, new forms of organisations, public & private sector management, market forces
Session 3	Managing strategy (1): what is strategic management ?, strategic options and plans; goals, aims & objectives; formulating a business plan; innovation
Session 4	Managing strategy (2): management of quality; focus on the customer; TQM, QA & QC; marketing & selling; the marketing process; the marketing mix
Session 5	Managing strategy (3): what is an organisation ?; organisational theory & design; authority, delegation, control; barriers to effective communication
Session 6	Managing people: the importance of HR; conflict in HRM; understanding motivation; goal-setting, performance & feedback
Session 7	Managing the organisation (1): decision-making; models; decision trees; Operations management; the transformation process; output & measurement
Session 8	Managing the organisation (2): Information Technology and control; data processing & databases; MIS ; intyelligent & expert systems; financial control and accounting; cost & management accounting; capital & control of budgets
Session 9	Management issues (1): ethical values & business ethics; codes of conduct & standards; corporate social responsibility; environmental management
Session 10	Management issues (2): multinational management & the global environment; cross-cultural & best-practice management; role of the manager

TEACHING METHODS

Lectures, class discussion, tutorials, prepared readings, research and oral group presentations

SELF STUDY WORK

Students must expect to prepare materials for each lecture, and work in small teams to prepare presentations.

GRADING SCHEME

Group presentation (35 %) / Multiple choice test (20 %) / Final written assignment (45 %)

BIBLIOGRAPHY

The set texts for the course are:

Tim Hannagan, Management, Concepts & Practices, Prentice Hall, 5th Edition.

Robbins/DeCenzo, Fundamentals of Management, Essential Concepts and Applications, Pearson Education, 6th Edition

In addition students will be required to read supplementary materials, including case studies, and source materials on the Internet.

MARKETING ESSENTIALS

Semester manager: Albrecht SONNTAG

Office n° 922 (Pôle J) – tel. : 02.41.73.57.18 – e.mail: albrecht.sonntag@essca.fr

Course led by Neil THOMAS

COURSE LANGUAGE English

Semester: 7

Code: MIB404

Total number of hours: 30 / ECTS credits: 4

COURSE CONTENT

Marketing is the business function that identifies an organization's customer needs and wants, determines which target markets it can serve best and designs appropriate products, services and programmes. This course, which has been specifically, designed for students on master level who have backgrounds other than business or management studies and possess none or little knowledge of the marketing process, revisits the major concepts and tools used by marketing practitioners.

EDUCATIONAL GOALS

- To gain a clear knowledge of what marketing is and is not
- To comprehend the role and importance of marketing
- To understand the basic principles and their influence across the business

COURSE OUTLINE

THE COURSE IS TAUGHT IN 10 THREE-HOUR LONG PERIODS.

Session 1	The Marketing Process: Marketing concepts / Marketing v selling / 4 Pillars / Role of marketing / The customer
Session 2	Strategic planning: Mission statement / BCG, Ansoff, SWOT analysis / Marketing planning process
Session 3	The Marketplace: Marketing Information Systems / Market Research / The Environment(s)
Session 4	Competition and demand: Types of competition / Measuring and forecasting market demand
Session 5	Customer-driven marketing strategy: creating value for target customers Market segmentation / Market targeting / Market differentiation and positioning
Session 6	New Product Development and Product life-cycles: New Product development / Product life cycles / Life-cycle strategies
Session 7	Market strategies: Market strategies / Niche marketing / International considerations
Session 8	The Product: Product line / range / The brand / Packaging / Services
Session 9	Pricing strategies and distribution Pricing decisions / Distribution: channels, intermediaries, logistics & physical distribution
Session 10	Retailing and communications Retailing / Communications mix / Effective communication / Communications models / The message / Advertising

SKILLS TO BE ACQUIRED

The course provides the students with the necessary knowledge and techniques for the concrete practical field studies they will carry out in semesters B and C of the English Track degree programme.

EDUCATIONAL METHODS METHODS & PERSONAL TASKS

Lectures, group presentations and discussions.

GRADING SCHEME

Final exam (60%) and individual mark of class participation + group presentations (40%)

BIBLIOGRAPHY

Philip Kotler, Gary Armstrong: Principles of Marketing; Prentice-Hall, ISBN 978-0131469181

Philip Kotler: Marketing Management; Prentice-Hall, ISBN 978-0130336293

Ben Enis, Keith Cox, Michael Mokwa: Marketing Classics; Prentice-Hall; ISBN 978-0205159888

Michael Czinkota, Ilkka Ronkainen: International Marketing; Dryden Press; ISBN 978-0324317022

CORPORATE FINANCE ESSENTIALS
Semester manager: Albrecht SONNTAG
Office n°922 – tel.: 02.41.73.57.43 – e.mail : albrecht.sonntag@essca.fr
Course led by Dr Jean-Louis Bertrand, Dr Joël Justin
COURSE LANGUAGE: English

Semester: 7 (fall)
Code : MIB405

Total number of hours: 30 / ECTS credits: 4

PRESENTATION

This course revisits two key aspects of corporate finance in two separate sections:

The first one (Cost accounting) focuses on internal financial profitability and the other one (corporate finance environment) introduces students to major financial aspects that affect the corporation's environment and strategy. The objective of the cost accounting section is for students to make an Excel-based simulation (which could be adapted and used in a professional environment) based on the calculations of standard selling costs with the possibility of making a link with the Activity Based Costing method. Classes take place in the computer lab. The Corporate Finance Environment section makes students, who are not specialised in finance, aware of financial stakes in strategic corporate decision-making.

LEARNING OBJECTIVES

- To be able to estimate the total cost of cost objects in order to specify their sales prices
- To be able to understand corporate costs to position appropriate selling prices
- To understand the behaviour of financial markets and their impact on corporate environment
- To understand financial instruments and financial risks in the corporate environment

COURSE OUTLINE

9 sessions of 3-hour class periods + final exam. Please note that sessions 1-5 (Cost accounting) and sessions 6-10 (Corporate Finance Environment) do not build on each other.

Session 1	Introduction to cost management system: The standard cost method – Basic level / Case study: Firstline Inc [®]
Session 2	The standard cost method – Professional level (1): From financial accounting to cost accounting / Resource allocation / Standard purchasing cost (raw material...) / Case study : EMBHAL Inc [®]
Session 3	The standard cost method – Professional level (2): Permanent inventory of raw material / Standard production costs of manufactured products / Permanent inventory of finished goods / Case study : EMBHAL Inc [®]
Session 4	The standard cost method – Professional level (3): Standard selling costs of sold finished goods / Standard administration costs / Standard costs and standard sales prices / Case study : EMBHAL Inc [®]
Session 5	The standard cost method – Professional level (4): Standard selling prices and target prices / Standard costs and target costs / Standard cost processes / B.C.G. matrix / Case study : EMBHAL Inc [®]

Session 6	Finance in the corporate environment: who does what ? / The importance of interest rates: Present Value, Pay Back Time / Budget and forecasting / Cash Management: case study
Session 7	Understanding corporate treasury roles / Corporate risk management / The FX Market: spot and forwards / Understanding FX risk for a company
Session 8	The FX market: options / Designing an appropriate strategy / Fundamental versus technical analysis / Case study
Session 9	The interest rate market / Understanding interest rate risks in a corporate / Basic hedging instruments / Other risks: commodities, energy, weather
Session 10	Final exam

EDUCATIONAL METHODS

Lectures and Interactive computer application

EVALUATION

Final exam Cost accounting 1,5 hrs (50%)
 Final exam Corporate Finance Environment 1,5 hrs (50%)

BIBLIOGRAPHY

HULL, J. C. *Options, Futures and other derivatives*, 6th edition, Prentice Hall, 2005
 HORNGREN C., FOSTER G., DATAR S. (2000), *Cost accounting: a managerial emphasis*, Tenth Edition, International Edition, Prentice Hall International, 906 p
 Expected regular reading: *The Financial Times* and/or *Les Echos*

FRENCH LANGUAGE CLASSES

Semester manager: Albrecht SONNTAG

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Course led by Mireille LE CLERE

COURSE LANGUAGE: French

Semester: 7 (fall)

Code : MIB406

Total number of hours: 30 / ECTS credits: 4

PRESENTATION

Depending on the composition of the student group French language classes may be offered on two or three different levels.

A test at the beginning of the semester decides which level each student will follow. All levels are comprehensive courses in which participants assimilate and practice the French language through the practice of the four fundamental skills: listening, speaking, reading, writing.

Level 1

- » Level 1 group welcomes beginners who never studied French before or just picked up a few words and very short basic sentences. Depending on the overall composition of the semester group, they may be mixed with some so-called “false-beginners” (see below)
- » The objective is to provide students with necessary skills and confidence to cope with everyday situations. The focus is on oral communication especially with regards to the ability to live and “survive” in France. Participants deal with practical topics such as talking about themselves, family, work, weather, hobbies, personal experiences. Concerning grammar emphasis is laid on the correct use of the tenses (past, present, future).

Level 2

- » Level 2 welcomes intermediate learners of French and so-called “false beginners”, i.e. students with incomplete language skills whose skills were acquired several years ago and have been and partly forgotten since. Level 2 “false beginners” are expected to know past and future tense.
- » The aim of level 2 is to develop a competence in relating more personal experiences and opinions, working on oral and written activities relating to social activities, pastimes, practical life and generally more complex situations. Conversation skills focus on social and cultural issues, media, etc. Grammar is studied further and includes complex syntax structures. The overall contents are defined according to the demands and needs of the group.

Level 3

- » Level 3 welcomes advanced learners of French. Students mainly exercise their ability to converse in French. The course offers an opportunity to revise, practise and develop what has been previously acquired. Students are expected to master perfectly the basic tenses.
- » The aim is to enable participants to express arguments, recount events and develop an increasing awareness of register and degrees of formality, through the practice of the following skills : listening comprehension of spoken French (pronunciation / contraction / vocabulary / grammar), oral expression on contemporary subject matters, written comprehension and expression are improved through self-study homework. A major aim of this course is to develop each student’s confidence in engaging in fluent conversation with French native speakers.

COURSE OUTLINE

Language courses will usually be organised in 90-minute sessions all throughout the semester. For all three groups, self-study work is strongly encouraged and necessary for progress.

EVALUATION

Continuous assessment at regular intervals through the semester. Tests are organised in a way to assess the student’s improvements throughout the term. They are based on the knowledge of new vocabulary and grammar issues and are mainly written tests. Oral skills are assessed during group activities.