

## ESSCA course offer in English, fall 2009

### Specialisation semester “International Business”

Open to students who study on master level only.

Duration: September to December each year.

#### Core courses

MIB500	Business Internationalisation	45 hrs / 6 ECTS
MIB501	International Business Development Project	45 hrs / 6 ECTS
MIB502	International Supply Chain Management	45 hrs / 6 ECTS
MIB503	Strategic Challenges in Marketing Channels	45 hrs / 6 ECTS

#### In addition

MIB504	French Language Classes	45 hrs / 6 ECTS
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Students can also choose one of the following elective courses that are offered in English

#### Elective courses

ENV580	China in the World	30 hrs / 4 ECTS
MKG551	Public relations and Event Communication	30 hrs / 4 ECTS
MKG553	Brand and Advertising Management	30 hrs / 4 ECTS
ENV565	Business in Europe	30 hrs / 4 ECTS
FIN555	Sustainable Development	30 hrs / 4 ECTS



## BUSINESS INTERNATIONALISATION

Semester coordinator: Dr Lydia KERNEVEZ

Office n° 718 (Pôle H) – tel. : 02.41.73.57.65 – e.mail : [lydia.kernevez@essca.fr](mailto:lydia.kernevez@essca.fr)

Course led by Dr David AMBAYE and Mineke FAURE-EON

COURSE LANGUAGE: English

Semester: 9 (fall)

Code: MIB500

Total number of hours: 45 / ECTS credits: 6

### PREREQUISITES

Students must be familiar with fundamental issues of strategic management.

### PRESENTATION AND EDUCATIONAL GOALS

The course provides students with a detailed understanding of both strategic decision-making in the internationalisation process of large multinational companies (MNC) and the challenges linked with the implementation of such internationalisation strategies.

### COURSE OUTLINE

The course is divided in two different parts consisting 14 sessions: sessions 1 to 7 deal with different key issues and practices in business internationalisation, illustrated through a series of case studies. Sessions 8 to 13 consist of a series of intensive interactive seminars on approaches to effective collaboration in a multi-cultural corporate environments.

<b>Session 1</b>	Introduction: Globalization of markets and the internationalization of the firm <ul style="list-style-type: none"><li>– Indicators of globalization and its impacts on business activities</li><li>– Drivers for the internationalisation of firms</li><li>– The “global business manager”</li><li>– Case: selected readings and videos</li></ul>
<b>Sessions 2-3</b>	Environmental analysis <ul style="list-style-type: none"><li>– Understanding international economic systems and institutions</li><li>– Geo-political and geo-cultural analysis of different regions of the world</li><li>– Tools: Value Chain and PEST analysis</li><li>– Case: selected readings and videos</li></ul>
<b>Sessions 4-5</b>	From Corporate Strategy to Functional Strategies <ul style="list-style-type: none"><li>– Aligning organizational strategy with competitive advantage</li><li>– Entry Modes: Understanding business strategy of MNC and SMEs</li><li>– Tools: CPA and CAGE frameworks</li><li>– Typology and management of global strategic alliances</li><li>– Case: Dominoes Pizza, WalMart and selected readings</li></ul>
<b>Session 6-7</b>	Managing Workforces Internationally <ul style="list-style-type: none"><li>– The challenges and opportunities for managers in globalized firms</li><li>– HR issues in an international context: workers and the workplace</li><li>– Leadership &amp; motivation in multi-cultural work environments</li><li>– Applying ethical behaviour in multi-cultural contexts</li><li>– Tools: Code of Conduct</li><li>– Case: Nike, GAP and selected readings</li></ul>
<b>Sessions 8-13</b>	Bridging Time and Distance Gaps <ul style="list-style-type: none"><li>– Understanding the role of Information systems (IS) for firms' strategy</li><li>– Enabling technologies to meet the challenges of globalised firms.</li><li>– The link between competitive advantage and effective intra-organisational communication, coordination and collaboration processes.</li><li>– Case: Selected readings</li></ul>
<b>Session 14</b>	Review and Presentations
<b>Session 15</b>	Final exam

### SKILLS TO BE ACQUIRED

Students will be able to explore & gain insight into the key drivers which shape the strategic decisions and actions of MNCs in their internationalisation processes. Students should be able to identify the managerial tools required to meet the challenges and opportunities created by globalization.

### GRADING SCHEME

60 % final written exam on sessions 1 to 8 / 40 % participation in sessions 9 to 14.

### BIBLIOGRAPHY

Barney, J.B., & Hesterly, W.S. (2006). *Strategic management & competitive advantage*, Prentice Hall.  
Child, J. & Faulkner, D. (1998). *Strategies of cooperation*, Oxford UP.  
Dussauge, P. & Garrette, B. (1999). *Cooperative Strategy*. John Wiley, NY.  
Ghemawat, P. (2007). *Redefining global strategy*. Harvard Business School Press.  
Steers, R. & Nardon, L. (2005). *Managing In the Global Economy*. M.E. Sharpe.

## INTERNATIONAL BUSINESS DEVELOPMENT PROJECT

Semester coordinator: Dr Lydia KERNEVEZ

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Course instructor: Dr David REES – e-mail: [david.rees@inh.fr](mailto:david.rees@inh.fr) – and Dr David AMBAYE

Teaching language: English Total number of hours: 26 contact hrs + extensive self-study / ECTS: 6

Semester: 9 (fall)

Code: MIB501

### PREREQUISITES

Participants must be familiar with core concepts of international trade and commerce. They are expected to have acquired fundamental skills in marketing and strategic management.

### PRESENTATION AND EDUCATIONAL GOALS

This course is an initiation into export and import theory and techniques. It is aimed at students who wish to work in an international trade environment. Students will work together small groups. Each group will choose one product/range of products to export from a Eurozone country to a non-Eurozone country or vice versa.

The choice of countries and products will be made after the first introductory lectures. This choice will be evaluated in terms of the feasibility of the project and the access by the group to company, product and production information, and to information of the export market concerned. Once validated, the project will become the applied field of the course theory.

Theory lectures will be separated into two parts: 1. presentation and explanation of the theory (with examples); 2. application of the theory by each group to their project (each group will prepare relevant data and information for each lesson). Students will learn to be pro-active and how to engage with professionals of real companies and potential markets in order to obtain necessary information.

### COURSE AGENDA

The course is spread over the semester and divided into four sections :

<b>Lectures 1+2</b>	<b>Préparation (6 contact hrs):</b> Creation of project groups / Group exercises on export case studies / Basic application of an export framework / Research methodology / Support structures (ESSCA, library, internet...) / Submission of project outline
<b>Tutorial 1</b>	One-hour tutorial with each group to assess and validate initial project proposals. Presentation of project logistics, business interlocutors & project management.
<b>Lectures 3+4</b>	<b>Theory and Application (1) (6 contact hrs):</b> Market analysis / Company profile / Products (parts, labour, production, packaging, stocks...) / Distribution / Communication (marketing, product launch)
<b>Tutorial 2</b>	Second one-hour tutorial: Progress report by each group. Feedback on direction and progress of project and general orientation.
<b>Lectures 5+6</b>	<b>Theory and Application (2) (8 contact hrs):</b> Price tracking (product cost, price, profit margins, elasticity, intermediary costs and taxes from producer to consumer) / Macroeconomic export and import risk (application of macroeconomic theory to exchange-rate risk) / Project financing (income and cost forecasting, set-up costs, break-even point, future profit potential) / Export support structures (French, European and international) / Project analysis (project feasibility and possible alternatives)
<b>Tutorial 3</b>	Third one-hour tutorial. Progress report by each group. Advice on written project and oral presentation.
<b>Delivery</b>	Submission of written projects. / Project presentations / Collective debriefing.

### SKILLS TO BE ACQUIRED

By the end of the course students will understand the basic theory of export-import risk and the questions that need to be asked prior to setting up an export or import project. Students will develop awareness of what makes a successful or failed export/import project. They will learn communication skills as they will make a professional presentation in English to a jury including export professionals. The inter-cultural groups will provide opportunities for inter-cultural negotiation as well as leadership and management skills.

### TEACHING METHODS

The heuristic, student-centred teaching method is based on small-group work allowing students to share and negotiate their knowledge and ideas.

### EVALUATION

Written export dossier (50%) / Group presentation to a jury (50%)

### BIBLIOGRAPHY

Students will be provided with a list of sources and autonomous in their data research.

## INTERNATIONAL SUPPLY CHAIN MANAGEMENT

Semester coordinator: Dr Lydia KERNEVEZ

Office n° 718 (Pôle H) – tel. : 02.41.73.57.65 – e.mail : [lydia.kernevez@essca.fr](mailto:lydia.kernevez@essca.fr)

Course instructor: Dr Herbert KOTZAB / Dr Elizabeth WILLIAMSON

Teaching language: English

Semester: 9 (Fall)

Code: MIB502

Total number of hours: 45 / ECTS credits: 6

### PREREQUISITES

Students must be familiar with fundamental concepts of marketing and international trade.

### PRESENTATION AND EDUCATIONAL GOALS

The educational goal is to make the students familiar with supply chain management as well as to make them understand the importance and logics of supply chain management functions. Part One (sessions 1 to 9, taught by Dr Herbert Kotzab) provide an in-depth overview on international supply chain management, Part Two (sessions 11 to 15, taught by Dr Elizabeth Williamson) offer a specialisation in e-supply chain management functions and trends as well as an introduction into complex services SCM..

### COURSE AGENDA

The course is organised in two intensive block seminars.

<b>Session 1</b>	Supply Chain Management vs. Strategic Logistics Management: Integration of supply & demand management within and across companies? / Theories and development of Supply Chain Management
<b>Session 2</b>	Supply Chain Design and management principles: From transactions to relations, exit-/voice strategies / Bullwhip effect
<b>Session 3</b>	Demand Forecasting, Order Processing: Demand forecasting techniques (optimistic and pessimistic) / Order processing: phases and strategies of order processing
<b>Session 4</b>	Inventory Management: Types and importance of inventory, Inventory management strategies, Improving inventory management performance / ABC/ABC analysis
<b>Session 5</b>	Transportation: Modes of Transportation, Carrier selection and evaluation, Transportation audit and network design,
<b>Session 6</b>	Managing supply networks: Different types of customer-supplier relationships / Mass Customization and Postponement strategies
<b>Session 7</b>	Managing production networks: Lean Production and JIT
<b>Session 8</b>	Managing distribution networks: Efficient and/or responsive channels of distribution/ Customer Service / Fast flow through distribution center concepts
<b>Session 9</b>	Wrap-up session.
<b>Session 10</b>	Company Field Visit (to be scheduled)
<b>Session 11</b>	Information Systems Development in Supply Chain Management / Information systems used within SCM / e-procurement, e-logistics, inventory management.
<b>Session 12</b>	Web 2.0 Technologies / Web 2.0 applications on SCM (wikis, blogs, mash-ups, etc)
<b>Session 13</b>	Business Partnerships and Relations / The impact of e-business technologies on business partnerships.
<b>Session 14</b>	Complex Services Supply Chain / Service science and innovation in complex services supply chain.
<b>Session 15</b>	European perspectives on the use of technologies within SCM / Overall assessment of e-SCM worldwide / How cultural factors affect the implementation rate

### SKILLS TO BE ACQUIRED

On completion of this subject the students will be able to plan the logistics activities of a firm and understand how the components of SCM are connected to each other. They will be able to make a decision on whether it is profitable to outsource these activities instead of performing them in house.

### EDUCATIONAL METHODS

Lectures on theoretical concepts, illustration by case studies discussion and semi simulation games.

### EVALUATION

Several case study assignments.

### BIBLIOGRAPHY

A series of cases and articles will be made available to the students prior to the sessions.

## STRATEGIC CHALLENGES IN MARKETING CHANNELS

Semester coordinator: Dr Lydia KERNEVEZ

Office n° 718 (Pôle H) – tel. : 02.41.73.57.65 – e.mail : [lydia.kernevez@essca.fr](mailto:lydia.kernevez@essca.fr)

Course instructors Dr Jacques BOULAY, Stephen WIGLEY – e-mail: [jacques.boulay@essca.fr](mailto:jacques.boulay@essca.fr)

Teaching language: English

Semester: 9 (fall)

Code: MIB503

Total number of hours: 45 / ECTS credits: 6

### PREREQUISITES

Students must be familiar with core marketing concepts such as the marketing process, strategic and operational marketing and market information. Participants must be at least in their 4th year of studies.

### PRESENTATION AND EDUCATIONAL GOALS

The course is divided into two parts: Part One (sessions 1-5) is a three-day seminar which gives an overview of the international retail sector and an introduction to retail marketing. Part Two is taught in 14 sessions (with a total of 27 contact hours), and deals with two major aspects: a) the principles of marketing channel design and management by looking at situations involving new or existing products and services; b) the main challenges suppliers and retailers face today in terms of competitive strategy and marketing. Each topic is first discussed and illustrated through a lecture session, which precedes a case study session during which concepts and tools are applied to real business situations.

### COURSE AGENDA

	<b>PART ONE: INTERNATIONAL RETAIL MARKETING</b>
<b>Session 1</b>	Overview of the international retailing business
<b>Session 2</b>	Retail concepts: design and development
<b>Session 3</b>	Point-of-sale merchandising
<b>Session 4</b>	Logistic aspects that are characteristic of the retailing sector
<b>Session 5</b>	Point-of-sale performance measurement / Salesforce management
	<b>CHAPTER 2 : STRATEGIC CHALLENGES IN MARKETING CHANNELS</b>
<b>Session 6</b>	Marketing channels: what, who, how?
<b>Session 7</b>	Designing channels that add value for customers and reward all channel members
<b>Session 8</b>	<i>Case study: Cisco Systems: Managing the go-to-market evolution</i>
<b>Session 9</b>	Managing channels relationships to create trust, not fear
<b>Session 10</b>	<i>Case study: GINO S.A: Distribution channel management</i>
<b>Session 11</b>	Introduction to the world of retailing: a European focus
<b>Session 12</b>	Capitalizing on the power of customers
<b>Session 13</b>	<i>Case study: Starbucks: Delivering customer service</i>
<b>Session 14</b>	Finding the right balance between the net and the mall
<b>Session 15</b>	<i>Case study: Channel integration@fnac.com</i>
<b>Session 16</b>	Profiting from strong (store) brands
<b>Session 17</b>	<i>Case study: Unilever Switzerland: time for a private label strategy</i>
<b>Session 18</b>	Finding the right price
<b>Session 19</b>	<i>Case study: EasyEverything's pricing policies</i>
<b>Session 20</b>	Final written exam

### SKILLS TO BE ACQUIRED

On completion of this course, students will have an understanding of the roles and interactions of manufacturers and retailers in marketing channels. They will know how both these key actors make their decisions in a complex and evolving competitive environment. They will be able to decode and assess the channel strategy of any consumer goods manufacturer and the marketing strategies of retailers.

### TEACHING METHODS

Lectures, cases and students presentations reinforce each other to show how marketing thinking and concepts are applied to marketing channels design and management.

### EVALUATION

Students will be evaluated through case studies presentations and a final exam.

Part One: Individual case study work (30%)

Part Two: Case study presentations (3 best out of 5: 50%) / Final exam (20%)

### BIBLIOGRAPHY

Reading and case materials will be provided to students before class or during class.

**LANGUE FRANCAISE**

Responsable académique : Lydia KERNEVEZ

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Cours animé par M. LE CLERE

LANGUE D'ENSEIGNEMENT : Français

Semestre: 9 (automne)

Code: MIB505

Heures totales : 45 / ECTS credits : 6

*This course is reserved for foreign students only. It is mandatory for degree-seeking students, and elective for exchange students.*

**PREREQUIS**

Bonnes connaissances de la langue française.

**PRESENTATION ET OBJECTIFS PEDAGOGIQUES**

Le cours correspond à un niveau d'intermédiaire débutant à intermédiaire avancé et a pour objectif de permettre à l'étudiant de vivre dans un environnement professionnel avec aisance. Une importance toute particulière sera accordée à la communication tant écrite qu'orale.

**DEROULEMENT DU COURS**

<b>Séance 1</b>	Présentations des étudiants et du programme – Evaluation – Conseils - Recommandations
<b>Séances 2-3</b>	U1 Accueil professionnel – Orientation (directions) dans un cadre professionnel. Grammaire : usage double-pronoms compléments U2 Organigramme – Parler de son travail / de l'entreprise Grammaire : pronoms relatifs simples et composés
<b>Séances 4-5</b>	U3 Ecrire des emails – Vocabulaire ordinateur – Matériel de bureau Grammaire : prépositions – infinitif/subjonctif (1 <sup>ère</sup> partie) U4 Construire un CV – Ecrire des lettres de motivation (1 <sup>ère</sup> partie) Grammaire : Passé-composé / imparfait
<b>Séances 6-7</b>	U5 Contrats / Congés / Lettres (2 <sup>ème</sup> partie) Grammaire : Subjonctif présent / passé U6 Téléphone (1 <sup>ère</sup> partie) Grammaire : gérondif + le temps / la durée
<b>Séances 8-9</b>	U7 Téléphone (2 <sup>ème</sup> partie) Grammaire : futur antérieur / plus-que-parfait U8 Séminaires / Congrès = participation et/ou organisation Grammaire : conditionnel présent et passé
<b>Séances 10-11</b>	U9 : Rédaction de comptes-rendus – Lettres (3 <sup>ème</sup> partie) Grammaire : comparatifs et superlatifs U10 Exposés – Présentations écrites / orales Grammaire : forme passive / expressions de but
<b>Séance 12-13</b>	U11 Courrier (email / lettres) informer / s'informer / répondre Grammaire : discours indirect au passé U12 Comprendre et utiliser des documents authentiques professionnels Grammaire : Infinitif / subjonctif ? (2 <sup>ème</sup> partie)
<b>Séances 14-15</b>	U13 Situations professionnelles : la communication Grammaire : expression de la condition, cause et conséquence U14 Salons – manifestations commerciales Grammaire : Expression de l'opposition, la concession
<b>Séance 16</b>	Final exam

**COMPETENCES VISEES****METHODES PEDAGOGIQUES**

Expression écrite et orale. Attention particulière portée aux besoins des étudiants.

**TRAVAIL PERSONNEL ET REGLES DE FONCTIONNEMENT INTERNES AU COURS**

La présence régulière à chaque cours est obligatoire, les devoirs sont imposés et leur évaluation conditionne la note finale de fin de semestre.

**ASSESSMENT**

Contrôle continu (25 %) / Devoirs (25 %) / Examen final (50 %)

**On the following pages : Elective courses.**

**Please note that all elective courses take place simultaneously during two dedicated weeks in October and November. Each student can only attend one of these courses.**

**CHINA IN THE WORLD****Module Manager: Wei SHEN****Office: Room 927 (Pole J), Tel: 02.41.73.47.09 E-mail: Wei.Shen@essca.fr****Course led by Wei SHEN and invited guest professors****COURSE LANGUAGE: English****Semestre : 9 (fall)****Code: ENV580****Total number of hours: 30 / Crédits ECTS: 4**

**PRESENTATION** China has become a major player in the global economy. Its accession to the WTO in December 2001 has increased its importance. But in addition to its economic weight, China also now plays a pivotal role in global affairs, from nuclear security to environmental protection. As a result, the relationships between China and France, as well as China and Europe have developed significantly in the past two decades, and now face new challenges and opportunities. The aim of this module is therefore to familiarise students with China's economic and social development since the big reform of 1978 and understand China's growing economic and political significance on the world stage.

**EDUCATIONAL GOALS**

- In-depth understanding of China's 'Open Door' policy and its impact on economic development
- Good knowledge of China's contribution to the world economy and entry to the WTO
- Essential comprehension of China's role in multilateral, bilateral and regional structures
- Awareness of China's transnational relations and networks including Chinese diasporas

**COURSE OUTLINE** 30 hours plus Exam

<b>Week 1</b>	
<b>Session 1</b>	China in Historical Perspectives: The Rise and Fall of China
<b>Session 2</b>	Economic Reform in China: The Impact of 'Open Door' Policy
<b>Session 3</b>	China and the World Trade Organisation
<b>Session 4/5</b>	Public Management, Privatisation and Corporatisation + student presentations
<b>Week 2</b>	
<b>Sessions 6</b>	China's Transnational Relations: a new player in the Multilateral System?
<b>Session 7/8</b>	China and its Neighbours – Regional Security and Integration in Asia
<b>Session 9</b>	A Multi-Polar world? EU-China-US relations
<b>Session 10</b>	Doing Business with China – a practitioner's view + student presentations

**SKILLS TO BE ACQUIRED** Successful students will be able to:*Intellectual Skills (application, analysis, synthesis and evaluation)*

- Analyse China's economic development path; collect & interpret statistical data and review the processes that led to China's emergence as a global market
- Identify key trends of Chinese diplomacy and new global order
- Engage in academic debate on China and the role of China in multilateral organisations
- Assess the development of the China-Europe relationship on both economic and political level
- Employ appropriate research tools to examine the prospects of China's future development

*Key Practical and Transferable Skills*

- Undertake desk research by utilising online and offline materials
- Employ appropriate ICT skills to research module topics, manage self study time
- Engage in group discussion and ability to express own opinion effectively in front of a group

**PEDAGOGICAL METHODS** Lectures, seminars, public debate as well as group project/presentation

**EVALUATION** The module is assessed in two parts: group presentation and final exam (50% each). Please note that the final exam will be scheduled in the weeks following the completion of the course.

**BIBLIOGRAPHY**

- B. Buzan & R. Foot, Does China Matter? - A Reassessment, Routledge, 2004  
 S. Crossick & E. Reuter, China-EU: A Common Future, World Scientific Publishing, 2008  
 Y. F. Lin et al, The China Miracle: Development Strategy and Economic Reform, Chinese UP, 2003  
 B. Naughton, The Chinese Economy: Transitions and Growth, MIT Press, 2006  
 D. Shambaugh et al, China-Europe Relations: Perceptions, Policies and Prospects, Routledge, 2007  
 F. Snyder, Regional and Global Regulation of International Trade, Hart Publishing, 2002  
 J. Story, China: The Race to Market, Financial Times/ Prentice Hall, 2003

## PUBLIC RELATIONS AND EVENT COMMUNICATION

Module manager: Lionel Le Nignol

Office n°911 – tel. : 02.41.73.57.33 – email : lionel.lenignol.[@essca.fr](mailto:@essca.fr)

Course led by Tim PENNING and Laura PERKINS

TEACHING LANGUAGE : English

Semester : 9 (fall)

Code: MKG551

Total number of hours: 30/ ECTS credits: 4

### PRESENTATION

This course is divided into two parts : Part one covers the basic principles of public relations, including the evolution and role of public relations in business and in society, the management and process of public relations, and special emphasis on media relations concepts and practice. Part two is an advanced course in strategic public relations. Students will develop a public relations campaign strategy for a specified client.

### PEDAGOGICAL GOALS

- To understand the basic process of public relations -- research, planning, communication and evaluation -- and the use of communication strategies to achieve organizational goals.
- To master concepts of communicating to key publics via the news media.
- To understand the various tactics used in media relations in different contexts.
- To develop enhanced writing skills in the professional style of media relations.
- To be able to develop a comprehensive public relations campaign proposal.
- To be able to construct programme assessment measures.

**SCHEDULE** 10 3-hour sessions plus a final exam.

<b>Session 1</b>	Introduction and History of Public Relations
<b>Session 2</b>	Careers in Public Relations
<b>Session 3</b>	Research and Planning
<b>Session 4</b>	Communication Tactics and Evaluation
<b>Session 5</b>	Media Relations Background and media Relations Writing + 1h30 final exam Part One
<b>Session 6</b>	Event communication: links with public relations; Perkins Partnership
<b>Session 7</b>	Event Planning: organizational fundamentals, planning timelines and checklists
<b>Session 8</b>	Planning, client phase: creating strategic fit
<b>Session 9</b>	Written proposal elements/Oral presentation guidelines
<b>Session 10</b>	Presentation of proposals + 1h30 final exam

### PEDAGOGICAL METHODS

Part One: This course alternates lectures and class discussion with hands-on exercises. Students will also complete a written project based upon a real-life scenario.

Part Two: Lecture; group and individual analysis and critique of industry and client profiles; group discovery, exploration and development of a comprehensive proposal.

### EVALUATION

Part One: Class participation and press relations writing exercise (40%) / Final exam (60%)

Part Two Written proposal, group process, oral presentation (40 %), Final exam (60%)

Final grade = average of the grades of parts one and two.

### BIBLIOGRAPHIE

Gower, K., Legal & ethical restraints on public relations. Prospect Heights, IL: Waveland Press, 2003.

Hendrix, J., Public Relations Cases. (6th ed.) Belmont, CA: Thomson Wadsworth, 2004.

Howard., On Deadline. (4th ed.) Prospect Heights, IL: Waveland Press, 2006.

Newsom, D. & Carrell, B, Public relations writing: Form and style. (7<sup>th</sup> ed.) Belmont, CA: Thomson Wadsworth, 2004.

Parsons, P. , Ethics in public relations: A guide to best practice. London: Kogan Page, 2004.

Wilcox, D., Public Relations Writing and Media Techniques (5<sup>th</sup> ed.) Boston: Allyn and Bacon, 2005.

Wilcox, D. & Cameron, G, Public relations: Strategies and tactics. (8<sup>th</sup> Ed.). New York, NY: Addison Wesley Longman, 2006.

Center, A., Jackson, P., Smith, S., & Stansberry, F., Public Relations Practices: Managerial Case Studies and Problems, 7<sup>th</sup> ed. New Jersey: Pearson, Prentice Hall, 2008.

Curtin, P. & Gaither, T.K., International Public Relations: Negotiating Culture, Identity, and Power. Thousand Oaks, CA: Sage, 2007.

Cutlip, S., Center, A., & Broom, G., Effective Public Relations, 9<sup>th</sup> ed. New Jersey: Pearson,, 2006.

Guth, D., & Marsh, C.. Adventures in Public Relations: Case Studies & Critical Thinking. Boston., 2005

**ADVERTISING MANAGEMENT****Module manager: Lionel Le Nignol****Office n°911 – tel. : 02.41.73.57.33 – email : lionel.lenignol. @essca.fr****Course led by Robert OLORNSHAW****COURSE LANGUAGE: English****Semestre : 9 (fall)****Code: MKG 553****Total number of hours: 30 / ECTS credits: 4****PRESENTATION**

The advertising industry is undergoing fundamental change, with many traditional beliefs being abandoned as businesses seek to adapt their communications models to reflect the rapidly changing world that we now live in; driven by an explosion of different media, a fragmentation of audiences, and opportunities for customer interaction never before available. Advertising agencies are playing an increasingly vital role in communicating with and persuading customers (and other stakeholders) of the benefits of their clients products or services, and are increasingly responsible for creating and maintaining a strong dialogue between the two. This module will seek to equip students with a broad understanding of “life in an agency” covering the advertising agency’s importance, the main functions performed by agencies for their clients, and the key roles in an agency. The module is highly interactive, with an emphasis on student participation, and practical activities, so students get first hand opportunities to practise the skills that will serve them well in the exciting multifaceted world of the advertising agency.

**PEDAGOGICAL GOALS**

On successful completion of the module a student will understand:

- The role & functions of advertising agencies, and their different forms, such as events management.
- The range of services that can be offered, and bases for remuneration
- The organisational structure, and typical roles performed within an agency
- The specific roles and qualities of creative, commercial, media and production personnel.
- How to work effectively with an agency, as an advertiser.
- The nature of an advertising campaign, its planning & execution.
- The ethical considerations for agencies
- The implications for agencies regarding changes in media & technology. and be able to :
- Prepare, present, and manage a cost effective advertising campaign.
- Perform the key elements of the specific roles identified above.

**SCHEDULE** : 10 3-hour sessions including a two hour exam.

<b>Session 1</b>	Introductory session / Promotional opportunity analysis
<b>2</b>	Structure of Agencies / The Account Handler Role
<b>3</b>	The Media buyer and Planner roles / Developing Media strategies
<b>4</b>	The Creative role
<b>5</b>	IMC / Advertising plan writing and presenting to clients
<b>6</b>	Production
<b>7</b>	Measurement and evaluation of advertising
<b>8</b>	The future of advertising
<b>9</b>	Review of course material with exam and presentation revision
<b>10</b>	Group Presentations (the Pitch) / Exam

**SKILLS TO BE ACQUIRED**

Prepare, present, and manage a cost effective advertising campaign; Perform the key elements of the specific roles identified above.

**PEDAGOGICAL METHODS**

Case study material, academic journal articles, and video case studies relating to advertising agencies will also be introduced to deepen the practical understanding of life in an agency.

A number of activities will involve students conducting research outside of class for discussion & evaluation by the whole class.

The project should consist of a well integrated and documented proposal that presents strategies, creative platform, media schedule, expenses, and possibly research that may be required for your product or service.

**EVALUATION** : Final exam.

**BIBLIOGRAPHIE**

Core text : Wells W., Burnett J., and Moriarty S. (2003), Advertising; principles and practice, 6th Edition, New Jersey : Prentice Hall.

Clow, K., and Baack, D. (2004), Integrated Advertising, Promotion and Marketing Communications, 2nd Edition, London: Prentice Hall.

## BUSINESS IN EUROPE

Module manager: Dr Assen SLIM

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Course led by G.-N. DIKA, Daniel GASSMANN, Isabelle ROUBAS, Philippe LE GUEN

TEACHING LANGUAGE: English

Semester: 9 (fall)

Code: ENV565

Total number of Hours: 30/ ECTS credits: 4

**PRE-REQUISITES** – Basic knowledge about the European Union.

**PRESENTATION** - This course is divided into four different parts :

Part One: **EUROPEAN BUSINESS LAW**. Once perceived as a curiosity of only marginal interest to all but the specialist, EU Law has become of central importance for many aspects of business in Europe. The course analyses how EU laws impact European business activities.

Part Two: **BRUSSELS AND BUSINESS**. This course explains the link between European Institutions and the private sector. The main business-related matters of community law are reviewed. Emphasis is made on European Grants and loans for companies.

Part Three: **EUROPEAN ECONOMIC POLICY**. This course will focus on “accommodating policy” of the European single market which consists of tools for organising markets, restructuring the European production machine and furthering integration. Students will study the following policies : industrial and competition policy, fiscal policy with regard to companies, regional policy.

Part Four: **EUROPEAN BUSINESS NETWORKS**. This course will allow students to understand the importance of the European dimension of the strategies and the development of companies in Europe.

### COURSE SCHEDULE

8 hours divided into four parts.

Part One (four two-hour sessions)	
<b>Session 1</b>	Constitutional & Administrative Law of the European Communities and the EU
<b>Session 2</b>	The free movement of persons and services, and rights of establishment
<b>Session 3</b>	Competition Law
<b>Session 4</b>	Intellectual Property
Part Two (four two-hour sessions)	
<b>Session 1</b>	How do European Institutions affect business?
<b>Session 2</b>	European Grants
<b>Session 3</b>	European Business Opportunities
<b>Session 4</b>	European Information and networks
Part Three(four two-hour sessions)	
<b>Session 1</b>	general introduction to European Economic Policy
<b>Session 2</b>	Industrial and competition policy
<b>Session 3</b>	European fiscal policy as regards company taxation
<b>Session 4</b>	European policy on cohesion at this period of its growth
Part Four (Two three-hour sessions)	
<b>Session 1</b>	Company networks
<b>Session 2</b>	Relations between Europe and companies

### SKILLS TO BE ACQUIRED

At completion of this course, students will have acquired

- understanding of EU law and capacity to apply their knowledge to hypothetical problems
- ability to analyse judgements of the European Courts
- a good overview about the community issues that affect business
- ability to take advantage of European Grants and financial mechanisms
- understanding of the social and economic environment in a European context
- ability to identify which network are of interest for what economic activity
- understanding of the real influence of company networks on a European scale.

### TEACHING METHODS

Lectures and case discussions, students' presentations.

### EVALUATION

One written exam for each part of the course (included in the last session).

The final grade will be the average of the four exams.

### BIBLIOGRAPHY

**Selected Readings will be handed out.**

## SUSTAINABLE DEVELOPMENT

Course manager : Eric RIGAMONTI

Office n°940 – tel.: 0241734728 – e-mail: [eric.rigamonti@essca.fr](mailto:eric.rigamonti@essca.fr)

Course led by Carlos ROMERO USCANGA, e-mail : [carlos.romero@itesm.mx](mailto:carlos.romero@itesm.mx)

COURSE LANGUAGE: English

Semester : 9 (fall)

Code: FIN555

Total number of hours: 30 / ECTS credits: 4

### PRESENTATION

In 1987 The Brundtland Commission, formally the World Commission on Environment and Development (WCED), known by the name of its Chair Gro Harlem Brundtland, was convened by the United Nations in 1983. And in 1987, introduced the term “*Sustainable Development*” in their report known as “*Our Common Future*”. Sustainable Development was defined as the Development that “*meets the needs of the present without compromising the ability of future generations to meet their own needs*”. Sustainable development is maintaining a delicate balance between the human need to improve lifestyles and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend.

### EDUCATIONAL GOALS

Students will acquire a knowledge of the environmental challenges that will face as leaders in the 21st Century, to be prepared and skilled to evaluate different solution alternatives for those challenges and to commit themselves to act as agents of change towards the vision of the Sustainable Development as the new paradigm of our civilization.

### COURSE OUTLINE

<b>Session 1</b>	Integral Vision of Sustainable Development
<b>Session 2</b>	Corporate Social Responsibility
<b>Session 3</b>	Water
<b>Session 4</b>	Biodiversity
<b>Session 5</b>	Energy
<b>Session 6</b>	Global Warming
<b>Session 7</b>	Poverty and Population
<b>Session 8</b>	Consumption, Health and Hunger
<b>Session 9</b>	Eco-Tourism
<b>Session 10</b>	Final exam

### SKILLS TO BE ACQUIRED

Increases their knowledge and understanding of natural and social sciences required to understand the global perspective of the ecological, economic and social changes. Adopt an ethical behavior based on responsibility. Commit themselves as agents of change in the generation of sustainable alternatives. Be qualified through the transformation of their patterns of thought to generate alternatives that would guide us towards Sustainability. Generate strategies; look for opportunities and competitive advantages associated with sustainable transformation processes.

### GRADING SCHEME

Participation in class (15%)

Summaries of readings and videos (20%)

Case analysis (10%)

Final exam: (20%)

Final project (35%)

### BIBLIOGRAPHY

MILLER, G. Tyler, Sustaining the Earth: An Integrated Approach, 2006. ISBN-13: 9780495015734. 384 pp. Edition: 8.