



SYL LA BUS

GACO and TC - English courses

IUT SAINT-ÉTIENNE

2024/2025

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AUTUMN SEMESTER



Accounting 1

| | | |
|--|-------------------------|---|
| ECTS: 6 | Department: GACO | Degree level: 1st Year of Bachelor |
| Teaching contact hours: 30 | | Instructor: Martine LAURENT |
| Learning objectives By the end of the course, students should be able to: <ul style="list-style-type: none">▪ Set up and read a basic balance sheet and income statement▪ Calculate the profit or loss of the year▪ Calculate a profit margin ratio and a commercial margin rate▪ Enter the main transactions of a company in the books | | |
| Course topics <ul style="list-style-type: none">◆ First approach to financial statements: balance sheet and income statement<ul style="list-style-type: none">▪ The different readings of the balance sheet▪ Reading income statement: change in stock, depreciation, margins, profit or loss◆ Bookkeeping<ul style="list-style-type: none">▪ Flows, Debit/Credit and Accounts▪ Invoice calculation▪ Posting in the journal: Purchases, sales, discounts, VAT ... | | |
| Teaching method Weekly seminars (“TD”): the course is entirely based on case studies. No lectures. All answers online, at the end of the class. Online quizzes to practice. | | |
| Assessment <ul style="list-style-type: none">◆ Online quizzes 1/3◆ 1 intermediate exam (2 hours) 1/3◆ 1 final exam (2 hours) 1/3 | | |
| Entry requirements None. | | |

Business Game 2

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|---|-------------------------|---|
| ECTS: 2 | Department: GACO | Degree level: 2 nd Year of Bachelor |
| Teaching contact hours: one week | | Instructor: Sophie EYRIGNOUX |
| Learning objectives In this serious business game , participants have to develop strategies for their hotel over a simulated 4-year period, and get ahead of their competitors (other students from GACO). The aim is to maximize the value of their company. | | |
| Course topics <ul style="list-style-type: none">◆ Over the 4 simulated years, they will have to make:<ul style="list-style-type: none">▪ Targeting decisions: Decide which customer segments to target and allocate resources accordingly (number of employees, wages...)▪ Product decisions: Influence brand positioning through pricing, promotion, communication, research & development...▪ Financial decisions: Decide to borrow money from the bank, pay dividends...set up and read the balance sheet & the income statement▪ How to calculate profit and margins?◆ Exploiting market research studies effectively will be the key to success. Teams will have to monitor competitive actions and anticipate their next moves, using a spreadsheet. | | |
| Teaching method Students work in teams with French students. Teachers supervise the Business Game and give advice if necessary. | | |
| Assessment <ul style="list-style-type: none">◆ Commercial and financial results of the company in the game,◆ Other additional tasks related to marketing and ICT,◆ PowerPoint presentation before a panel. | | |
| Entry requirements Basics of accounting, knowledge of Excel. | | |

English for Business 1

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|--|-------------------------|---|
| ECTS: 6 | Department: GACO | Degree level: 1st Year of Bachelor |
| Teaching contact hours: 28 | | Instructor: Léa LOUCHEZ |
| Learning objectives <ul style="list-style-type: none">▪ Learning business English vocabulary and phrases in order to feel comfortable in an English-speaking work environment.▪ Improve speaking, writing, reading and listening skills in English in order to be able to communicate fluently.▪ Prepare for specific business activities such as job interviews. | | |
| Course topics <ul style="list-style-type: none">◆ Welcoming a collaborator◆ How to be a great manager◆ Writing a professional email◆ Press reviews◆ Travel agency project◆ Applying for a job: resume/CV, cover letter, job interviews, job fairs◆ Different careers: HR, events, consulting | | |
| Teaching method <p>Group of 28 students: weekly 1.5-hour seminar (“TD”) Group of 14 students: weekly 1-hour practical (“TP”)</p> | | |
| Assessment <ul style="list-style-type: none">◆ Several assignments during the semester: oral presentations, vocabulary and oral comprehension tests.◆ One final written exam at the end of the semester covering all the work done over 4 months: vocabulary exercises, applying for a job, analysis of a newspaper article, etc. | | |
| Entry requirements <p>Intermediate-level English and an interest in a range of business subjects.</p> | | |

English for Business 3

| | | |
|--|-------------------------|---|
| ECTS: 4 | Department: GACO | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 18 | | Instructor: Virginie FERRANTE |
| Learning objectives <ul style="list-style-type: none">▪ To enable communication within a professional environment▪ Teaches students the target vocabulary and commonly used expressions that are essential for communication in a variety of business themes▪ Teaches them to communicate accurately in English keeping in mind career objectives | | |
| Course topics <p>Business themes ranging from the corporate world and major companies to articles and audio taken from the international press and media.</p> | | |
| Teaching method <p>Group of 28 students: weekly 1-hour seminar ("TD") Group of 14 students: weekly 1-hour practical ("TP")</p> | | |
| Assessment <ul style="list-style-type: none">◆ Continuous assessment◆ Final exam | | |
| Entry requirements <p>B2 level</p> | | |

General Economics

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|--|-------------------------|---|
| ECTS: 6 | Department: GACO | Degree level: 1st Year of Bachelor |
| Teaching contact hours: 28 | | Instructor: Aymeric LARDON |
| Learning objectives The teaching in Economics aims to: <ul style="list-style-type: none">▪ Enable students to understand the main economic issues debated in the press▪ Develop analytical skills | | |
| Course topics ◆ The course in Economics is an introduction to the macroeconomic environment that entrepreneurs should know. It therefore deals with traditional topics and issues such as: <ul style="list-style-type: none">▪ GDP and relationships between economic agents▪ Money creation mechanisms▪ Short-term economic policies: budgetary and monetary policies▪ Analysis of State interventions in the economic system: the case of the public debt | | |
| Teaching method Group of 28 students: weekly 1.5-hour seminar ("TD") Group of 100 students: weekly 1-hour lecture (in French, optional for Foreign students) | | |
| Assessment ◆ Graph Analysis Exam 1/3 ◆ Intermediate Exam (2h) 1/3 ◆ Final exam 1/3 | | |
| Entry requirements None. | | |

Introduction to Marketing

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|---|-------------------------|---|
| ECTS: 5 | Department: GACO | Degree level: 1st Year of Bachelor |
| Teaching contact hours: 24 | | Instructor: Marine KERGOAT |
| Learning objectives <ul style="list-style-type: none">▪ To understand and master fundamental marketing concepts▪ To identify predictors of consumer behavior▪ To identify stakeholders and market constraints▪ To locate and select the segments and targets▪ To collect, analyze and exploit sources of marketing information | | |
| Course topics <ul style="list-style-type: none">◆ Marketing discovery: definition and the history of marketing◆ Market analysis: Types of markets and market environments◆ Consumers' needs, motivations, behaviors◆ Segmentation, targeting and positioning◆ Surveys: types of studies, methodology and questionnaire design | | |
| Teaching method <p>Group of 28 students: weekly 2-hour seminar ("TD") Group of 100 students: weekly 1-hour lecture (in French, optional for Foreign students)</p> | | |
| Assessment <ul style="list-style-type: none">◆ Intermediate assessment (written and/or oral)◆ Final exam (2 hours)◆ A collective work (market study) | | |
| Entry requirements <p>None.</p> | | |

International Marketing and Sales

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|--|-----------------------|---|
| ECTS: 4 | Department: TC | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 15 | | Instructor: Joanna BASTIAN |
| Learning objectives <ul style="list-style-type: none">▪ Managing international operations▪ Understanding the different aspects of an international marketing plan▪ Developing sales opportunities in foreign markets | | |
| Course topics <ul style="list-style-type: none">◆ Identifying international prospects◆ Costing and estimating the feasibility of an international prospecting campaign◆ Adapting the company's offer by deploying an international marketing mix (adaptation v. standardization strategies, etc.)◆ Developing an international launch plan that considers cultural specificities of targeted regions / countries | | |
| Teaching method <p>Group of 28 students: weekly 1.5-hour seminar ("TD")</p> | | |
| Assessment <ul style="list-style-type: none">◆ Intermediate assessment (written and/or oral)◆ Final exam (2 hours) | | |
| Entry requirements <p>None.</p> | | |

International Strategy and Monitoring

| | | |
|---|-----------------------|---|
| ECTS: 4 | Department: TC | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 15 | | Instructor: Christine BEAL |
| Learning objectives <ul style="list-style-type: none">▪ Carry out an import/export diagnosis in a structured manner using strategic tools (choice of tools, use of tools, identification of internal and external sources)▪ Learn to collect information from the international environment of a company,▪ Select suitable export and import markets using indicators,▪ Build a strategy out of marketing study results▪ Be proactive in constructing an action plan | | |
| Course topics <ul style="list-style-type: none">◆ SWOT and internal diagnosis◆ External SWOT◆ Pestel◆ Carry 5 strengths◆ Marketing mix 4Ps◆ Pricing strategy | | |
| Teaching method <p>Group of 28 students: weekly 1.5-hour seminar (“TD”)</p> | | |
| Assessment <ul style="list-style-type: none">◆ Final exam (2 hours) | | |
| Entry requirements <p>Notions of strategy and sales.</p> | | |

International Exchange Project

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|--|-----------------------------|---|
| ECTS: 10 | Department: TC, GACO | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: all semester | | Instructor: Julien STRIGNANO |
| <p>Learning objectives</p> <p>Specific group activity to learn how to work on multidisciplinary topics independently after receiving training in project management and methodologies (ability to do a literature search, to seek information, to write statements, to create multimedia presentations, to undertake survey analysis...).</p> <p>Students learn to collaborate with colleagues and professionals. By working in groups with French classmates, students are invited to foster inter-professional exchanges and discussion. They also learn how to put to use the notions learned during the core courses.</p> | | |
| <p>Course topics</p> <p>◆ The activities to be carried out within the project may relate to the following:</p> <ul style="list-style-type: none"> ▪ Enhancement of a site, communication medium ▪ Charity fundraising ▪ Organization of an exhibition, cultural event, open day... ▪ Development of a company, association... | | |
| <p>Teaching method</p> <p>Students work in teams. A teacher supervises the Tutored project and gives advice if necessary. He is responsible for validating the subject of the project, the methodology and the planning proposed by the students.</p> <p>Tutor and students discuss the realization of the project, which will be developed throughout the semester.</p> <p>Meetings between the supervisor and students are held in person or using the online learning platform.</p> | | |
| <p>Assessment</p> <ul style="list-style-type: none"> ◆ A specification and a report are written by the students ◆ A PowerPoint presentation in front of a jury (the tutor, a subject teacher or/and an English teacher). | | |
| <p>Entry requirements</p> <p>None.</p> | | |

SPRING SEMESTER



Accounting 2 & Introduction to Financial Analysis

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|---|-------------------------|---|------------------|-----|---------------------------------|-----|--------------------------|-----|
| ECTS: 6 | Department: GACO | Degree level: 1 st year of Bachelor | | | | | | |
| Teaching contact hours: 30 | | Instructor: Martine LAURENT | | | | | | |
| <p>Learning objectives</p> <p>At the end of the course, students should be able to</p> <p>◆ Part 1</p> <ul style="list-style-type: none"> ▪ Calculate the depreciation of fixed assets (different methods) ▪ Set up a loan repayment table (including calculations) ▪ Post all basic necessary entries relating to fixed assets, loans, doubtful accounts & bad debts <p>◆ Part 2</p> <ul style="list-style-type: none"> ▪ Comment on a balance sheet & an income statement (including ratios) ▪ Express an opinion on a company's financial position | | | | | | | | |
| <p>Course topics</p> <p>◆ Bookkeeping 2</p> <ul style="list-style-type: none"> ▪ Fixed Assets: purchase, depreciation & sales ▪ Loan repayment ▪ Adjusting entries <p>◆ Introduction to Financial Analysis</p> <ul style="list-style-type: none"> ▪ Comments on the income statement: turnover, added value, EBITDA, cash flow ... ratios, analysis of the activity & performances ▪ Comments on the balance sheet: financing needs & means, working capital & working capital requirement, ratios | | | | | | | | |
| <p>Teaching method</p> <p>Weekly seminars ("TD"): the course is entirely based on case studies. No lectures. All answers online, at the end of the class. Online quizzes to practise.</p> | | | | | | | | |
| <p>Assessment</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">◆ Online quizzes</td> <td style="text-align: right;">1/3</td> </tr> <tr> <td>◆ 1 intermediate exam (2 hours)</td> <td style="text-align: right;">1/3</td> </tr> <tr> <td>◆ 1 final exam (2 hours)</td> <td style="text-align: right;">1/3</td> </tr> </table> | | | ◆ Online quizzes | 1/3 | ◆ 1 intermediate exam (2 hours) | 1/3 | ◆ 1 final exam (2 hours) | 1/3 |
| ◆ Online quizzes | 1/3 | | | | | | | |
| ◆ 1 intermediate exam (2 hours) | 1/3 | | | | | | | |
| ◆ 1 final exam (2 hours) | 1/3 | | | | | | | |
| <p>Entry requirements</p> <p>Student should have validated Accounting 1 (Autumn Semester) to understand this course.</p> | | | | | | | | |

Business Game 1

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|--|-------------------------|---|
| ECTS: 2 | Department: GACO | Degree level: 1 st year of Bachelor |
| Teaching contact hours: one week | | Instructor: Carole ROZIER |
| Learning objectives Retail Store Management Simulation: The simulation puts participants in charge of a store in a seasonal environment. This exercise gives practical experiences in team-work and problem solving, and excites competitive spirits in a dynamically evolving marketplace. | | |
| Course topics <ul style="list-style-type: none">◆ Each simulation round corresponds to one quarter of a year and seasonality is an important decision-making factor. In competition with other teams, participants manage procurement and inventory, pricing, advertising, and promotion campaigns across different product categories. In addition, the simulation includes modules for operational and strategic decisions such as store layout, operating hours, staffing, store remodeling and cash flow management.◆ Participants develop capabilities in formulating, implementing, and adapting business strategies and decisions in a competitive environment. | | |
| Teaching method Students work in teams with French students. Teachers supervise the Business game and give advice if necessary. | | |
| Assessment <ul style="list-style-type: none">◆ Commercial and financial results of the company in the game,◆ Other additional tasks related to marketing, accounting, finance, communication and ICT,◆ PowerPoint presentation before a panel. | | |
| Entry requirements Basics of accounting, knowledge of Excel (GACO 1 st year of Bachelor courses). | | |

Dynamic Website Design

| | | |
|---|-------------------------|---|
| ECTS: 4 | Department: GACO | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 18 | | Instructor: Rémi EYRAUD |
| Learning objectives <ul style="list-style-type: none">▪ Discover Content Management System for website (e.g. Wordpress)▪ Design and implement the website of an on-line shop▪ Integrate Digital Marketing skills into the website | | |
| Course topics <ul style="list-style-type: none">▪ Webpage creation (Gutenberg interface - construction by blocks; Page design; Contact form; etc.)▪ Appearance configuration (Installation and testing of various themes; Choice of a theme - virtue by Kadence ; Installation and configuration of an advanced theme design plugin - virtue toolkit)▪ Setting up a on-line shop (Installation and configuration of the Woocommerce plugin; Creation of a tree of product categories; Creation of products - gallery, attributes, variation, sales; etc.)▪ Menus and Widgets (Design and create menus; Install and Use widgets for footers; Setting up a lateral bar for product filtering)▪ Advanced page creation (Installation of a sophisticated page creation interface - Kadence Blocks; Design of advanced: buttons, texts, images, accordions, tabs, etc.; Use of blocks and plugins dedicated to on-line shops) | | |
| Teaching method <p>Weekly 2-hour workshops (“TP”). Project oriented: by team of 2/3 students during the whole semester. Small-group practical work in a computer room.</p> | | |
| Assessment <ul style="list-style-type: none">◆ Specifications document of their website (online shop).◆ Construction of a website by using Wordpress. | | |
| Entry requirements <p>There are no prerequisites for the course. The student does not need any programming knowledge to use Wordpress. However, this class goes with the digital marketing course. Both have to be taken together.</p> | | |

Economic issues

| | | |
|---|-------------------------|---|
| ECTS: 4 | Department: GACO | Degree level: 1 st year of Bachelor |
| Teaching contact hours: 18 | | Instructor: Aymeric LARDON |
| Learning objectives Following on from with the objectives of the first semester (General Economics course), the Economic Issues course aims to enable students to: <ul style="list-style-type: none">▪ Develop analytical skills▪ Identify the long-term issues that have transformed economics▪ Understand economic articles (in French or English) | | |
| Course topics ◆ The Economic Issues course focuses on long-term dynamics in economics. Accordingly, the course deals with: <ul style="list-style-type: none">▪ Business cycle theory▪ Long-term issues (innovation, globalization, structural change and crisis)▪ Long-term economic policies (mostly at EU level)▪ Financial globalization▪ Role played by institutions (IMF, central banks and WTO) | | |
| Teaching method Group of 28 students: weekly 1.5-hour seminars (“TD”) Group of 100 students: weekly 1-hour seminar (in French) | | |
| Assessment ◆ Analysis Exam: 1/3 ◆ Economic Issue Project (during the semester): 1/3 ◆ Final exam: 1/3 | | |
| Entry requirements Student should have validated the General Economics course (Autumn Semester) to understand this course. | | |

Research Marketing

| | | |
|---|-------------------------|---|
| ECTS: 4 | Department: GACO | Degree level: 1st Year of Bachelor |
| Teaching contact hours: 20 | | Instructor: Marine KERGOAT |
| Learning objectives <ul style="list-style-type: none">▪ To understand and master fundamental marketing concepts▪ To identify predictors of consumer behavior▪ To identify stakeholders and market constraints▪ To locate and select the segments and targets▪ To collect, analyze and exploit sources of marketing information | | |
| Course topics <ul style="list-style-type: none">◆ Marketing discovery: definition and the history of marketing◆ Market analysis: Types of markets and market environments◆ Consumers' needs, motivations, behaviors◆ Segmentation, targeting and positioning◆ Surveys: types of studies, methodology and questionnaire design | | |
| Teaching method <p>Group of 28 students: weekly 2-hour seminar ("TD") Group of 100 students: weekly 1-hour lecture (in French, optional for Foreign students)</p> | | |
| Assessment <ul style="list-style-type: none">◆ Intermediate assessment (written and/or oral)◆ Final exam (2 hours)◆ A collective work (quantitative survey) | | |
| Entry requirements <p>Student should have validated the Introduction to Marketing course (Autumn Semester) to understand this course.</p> | | |

Digital Marketing

| | | |
|---|-------------------------|---|
| ECTS: 4 | Department: GACO | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 16,5 | | Instructor: Marine KERGOAT |
| Learning objectives <ul style="list-style-type: none">▪ Study the web-environment of an activity sector▪ Analyze the competition (performance, community management)▪ Work the webmarketing on Wordpress | | |
| Course topics <ul style="list-style-type: none">◆ Identify the competitors on the web◆ Create a database of competitors performance and source of traffic◆ Analyze the performance of the best competitors◆ Analyze the community management of the best competitors◆ Site optimization for referencing (SEO)◆ Create a content marketing for an e-commerce website | | |
| Teaching method <p>Group of 28 students: Weekly 1.5-hour seminar ("TD") Group of 100 students: weekly 1-hour lecture during 5 weeks (in French, optional for Foreign students)</p> | | |
| Assessment <ul style="list-style-type: none">◆ A work in pairs◆ Final exam (1,5 hours) | | |
| Entry requirements <p>This class goes with the website design course. Both have to be taken together. Some notions of marketing are also required.</p> | | |

English for Business 2

| | | |
|---|-------------------------|---|
| ECTS: 6 | Department: GACO | Degree level: 1 st year of Bachelor |
| Teaching contact hours: 30 | | Instructor: Léa LOUCHEZ |
| Learning objectives <ul style="list-style-type: none">▪ Learning business English vocabulary and phrases in order to feel comfortable in an English-speaking work environment.▪ Improve speaking, writing, reading, and listening skills in English in order to be able to communicate fluently.▪ Prepare for specific business activities such as sales calls, etc. | | |
| Course topics <ul style="list-style-type: none">◆ Talking about work experience and internships◆ Societal topics like the environment, fast fashion, work-life balance, etc◆ Presenting a marketing survey◆ Presenting a small research project | | |
| Teaching method <p>Group of 28 students: weekly 1-hour seminar (“TD”) Group of 14 students: weekly 1.5-hour practical (“TP”)</p> | | |
| Assessment <ul style="list-style-type: none">◆ Several assignments during the semester: oral presentations, vocabulary and oral comprehension tests.◆ One written final exam at the end of the semester that covers all the work done over 4 months: vocabulary exercises, written expression, analysis of a newspaper article, etc. | | |
| Entry requirements <p>Intermediate level of English and an interest in a range of business subjects.</p> | | |

English for Business 4

| | | |
|--|-------------------------|---|
| ECTS: 4 | Department: GACO | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 18 | | Instructor: Virginie FERRANTE |
| Learning objectives <ul style="list-style-type: none">▪ To enable communication within a professional environment▪ Teaches students the target vocabulary and commonly used expressions that are essential for communication in a variety of business themes▪ Teaches them to communicate accurately in English keeping in mind career objectives | | |
| Course topics <p>Business themes ranging from the corporate world and major companies to articles and audio taken from the international press and media.</p> | | |
| Teaching method <p>Group of 28 students: weekly 1-hour seminar (“TD”) Group of 14 students: weekly 1-hour practical (“TP”)</p> | | |
| Assessment <ul style="list-style-type: none">◆ Continuous assessment◆ Final exam | | |
| Entry requirements <p>B2 level</p> | | |

Intercultural Management

| | | |
|---|-----------------------|---|
| ECTS: 4 | Department: TC | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 15 | | Instructor: Joanna BASTIAN |
| Learning objectives <ul style="list-style-type: none">▪ Knowing and comprehending international markets by understanding the habits and customs of their populations▪ Facilitating communication, management and interaction between companies expanding internationally and employees / players from different cultures | | |
| Course topics <ul style="list-style-type: none">◆ Intercultural management theories and their practical application◆ Corporate culture and interculturality◆ Identifying possible risks of intercultural conflict◆ Analyzing conflict situations and proposing solutions◆ Adapting management styles to intercultural situations | | |
| Teaching method <p>Group of 28 students: weekly 1.5-hour seminar (“TD”)</p> | | |
| Assessment <ul style="list-style-type: none">◆ intermediate assessment (written and/or oral)◆ final exam (2 hours) | | |
| Entry requirements <p>None.</p> | | |

International Trade Techniques

| | | |
|---|-----------------------|---|
| ECTS: 4 | Department: TC | Degree level: 2 nd year of Bachelor |
| Teaching contact hours: 15 | | Instructor: Katia DURIEUX |
| Learning objectives <ul style="list-style-type: none"> ▪ Knowledge and application of INCOTERMS on the international market ▪ Customs rules: calculation ▪ Negotiation: understand and apply the rules in an intercultural market | | |
| Course topics <ul style="list-style-type: none"> ◆ Practical application of Incoterms and customs ◆ 10 tips for a winning strategy, 4C rules ◆ Analysing the position: prepare the interview, discovery phase, enhance awards to better defend it, concessions and compensation, concluding ◆ Role game: “A recalcitrant seller” ◆ On the way to ...: Prospecting a market, carrying out an internal and external diagnosis and identify the market targets (competitors, communication and strategy) | | |
| Teaching method Group of 28 students: every 2 weeks 3 hours seminar (“TD”) | | |
| Assessment <ul style="list-style-type: none"> ◆ 1 intermediate assessment (written) 1,5 hour concerning Application of Incoterms ◆ 1 final exam (2 hours) | | |
| Entry requirements Notions of International trade | | |