

SYLLA LA BUS

GACO and TC - English courses

IUT SAINT-ETIENNE

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Syllabus outline

AUTUMN

Hotel Management (Business Game 2)

English for Business 1

English for Business 3

International Marketing and Sales

**International Strategy and
Monitoring**

Case Studies for Business English

**Professional dialogues for
Business English**

International Exchange project

SPRING

Retail Management (Business Game 1)

Dynamic Website Design Digital

Marketing English for Business 2

English for Business 4

**Writing for Impact: Corporate
Business Writing Course**

Intercultural Management

**Oral presentation and brand
transformation with a sustainable
project**

International Trade Techniques

AUTUMN SEMESTER



Hotel Management (Business Game 2)

ECTS: 5	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 ♦ Over the 4 simulated years, they will have to make: ▪ 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 ♦ 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

ECTS: 6	Department: GACO	Degree level: 1st Year of Bachelor
Teaching contact hours: 28		Instructor: Léa LOUCHEZ
Learning objectives ▪ 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 ◆ 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 Group of 28 students: weekly 1.5-hour seminar ("TD") Group of 14 students: weekly 1-hour practical ("TP")		
Assessment ◆ 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 Intermediate-level English and an interest in a range of business subjects.		

English for Business 3

ECTS: 4	Department: GACO	Degree level: 2 nd year of Bachelor
Teaching contact hours: 18		Instructor: Virginie FERRANTE
Learning objectives ▪ 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 Business themes ranging from the corporate world and major companies to articles and audio taken from the international press and media.		
Teaching method Group of 28 students: weekly 1-hour seminar ("TD") Group of 14 students: weekly 1-hour practical ("TP")		
Assessment ◆ Continuous assessment ◆ Final exam		
Entry requirements B2 level		

Case Studies for Business English

ECTS: 5	Department: TC	Degree level: 1st year of Bachelor
Teaching contact hours: 22		Instructor: Joanna BASTIAN
Learning objectives ▪ Getting students talking in genuinely communicative business contexts (authentic company cases), ▪ Understanding various aspects of business (from marketing to product development, communication to personnel management, in different countries and different types of company,) ▪ Understanding different points of view depending on the position held in the company (managing director, plant manager, marketing manager, financial controller, etc.), ▪ Working in teams, coming to a consensus, being able to communicate ideas effectively and influence the final decision, ▪ Using adequate business vocabulary in English, ▪ Delivering effective oral presentation to present the final outcome to the rest of the class, ▪ Preparing and using effective visual presentation materials.		
Course topics ◆ Changing names: a bicycle manufacturer, which has its head office in Italy and several factories around Europe, must decide if it needs to change its corporate name and to reduce the number of brand names it uses. ◆ Polluting the river: an American manufacturer of refrigerators has been draining chemical waste from its manufacturing process into the river next to its factory. Managers meet to decide what, if anything, can and should be done about this pollution. ◆ The chocolate factory: an Australian chocolate manufacturer must choose a site for its new factory, which will manufacture a new range of handmade products for its own specialist outlets. Other cases might be added depending on time available.		
Teaching method Group of 28 students: mostly case studies (groups of up to 6 students) worked during weekly 2-hour sessions (with preparatory and follow-up sessions)		
Assessment ◆ Intermediate assessment (efficiency of teamwork) ◆ Final oral exam – group presentations of the final decision(s) and recommendations		
Entry requirements at least B1 level in English		

Professional dialogues for Business English

ECTS: 5	Department: TC	Degree level: 2nd year of Bachelor
Teaching contact hours: 20		Instructor: Aida MESINOVIC
Learning objectives ▪ Participate in meetings ○ Express opinions clearly and diplomatically. ○ Agree, disagree, and make suggestions. ○ Ask for clarification and summarize key points. ▪ Negotiate effectively ○ Make proposals and counterproposals. ○ Discuss prices, deadlines, and conditions. ○ Reach compromises and agreements. ▪ Handle customer interactions ○ Respond to enquiries professionally. ○ Deal with complaints using appropriate language. ○ Offer solutions and follow-up actions. ▪ Discuss workplace issues ○ Talk about teamwork and leadership. ○ Discuss deadlines, priorities, and problem-solving. ○ Give constructive feedback. ▪ Use appropriate business vocabulary ○ Employ vocabulary related to marketing, finance, management, logistics, HR, and customer service. ○ Use common business idioms and collocations accurately. ▪ Demonstrate intercultural communication skills ○ Adapt communication to different professional cultures. ○ Use polite and diplomatic language.		
Course topics Business Dialogue Topics ▪ Job interviews /Team meetings /Sales negotiations /Customer complaints ▪ Performance reviews /Product launches /Supplier negotiations /Sustainability initiatives ▪ Recruitment interviews		
Teaching method Group of 26 students (2 to 4 students per team) : mostly dialogue training with preparatory and follow-up sessions		

Assessment ◆ Intermediate assessment (efficiency of teamwork) ◆ Final oral exam - a recorded dialogue
Entry requirements: at least B1 level in English

International Marketing and Sales

ECTS: 4	Department: TC	Degree level: 2 nd year of Bachelor
Teaching contact hours: 15		Instructor: Joanna BASTIAN
Learning objectives ▪ Managing international operations ▪ Understanding the different aspects of an international marketing plan ▪ Developing sales opportunities in foreign markets		
Course topics ◆ 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 Group of 28 students: weekly 1.5-hour seminar ("TD")		
Assessment ◆ Intermediate assessment (a 3-hour case study in pairs) ◆ Final exam (2 hours, written)		
Entry requirements None in international marketing. Basic knowledge of general marketing. Level of English: at least strong B1		

International Strategy and Monitoring

ECTS: 4	Department: TC	Degree level: 2 nd year of Bachelor
Teaching contact hours: 15		Instructor: Christine BEAL
Learning objectives ▪ 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 ◆ SWOT and internal diagnosis ◆ External SWOT ◆ Pestel ◆ Carry 5 strengths ◆ Marketing mix 4Ps ◆ Pricing strategy		
Teaching method Group of 28 students: weekly 1.5-hour seminar ("TD")		
Assessment ◆ Final exam (2 hours)		
Entry requirements Notions of strategy and sales.		

International Exchange Project

ECTS: 10	Department: TC, GACO	Degree level: 2 nd year of Bachelor
Teaching contact hours: 30		Instructor: Julien STRIGNANO
Learning objectives 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...). 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.		
Course topics ◆ The activities to be carried out within the project may relate to the following: ▪ Enhancement of a site, communication medium ▪ Charity fundraising ▪ Organization of an exhibition, cultural event, open day... ▪ Development of a company, association...		
Teaching method 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. Tutor and students discuss the realization of the project, which will be developed throughout the semester. Meetings between the supervisor and students are held in person or using the online learning platform.		
Assessment ◆ 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).		
Entry requirements None.		

SPRING SEMESTER



Retail Management (Business Game 1)

ECTS: 5	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 ◆ 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 ◆ 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 ▪ 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 ▪ 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 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.		
Assessment ◆ Specifications document of their website (online shop). ◆ Construction of a website by using Wordpress.		
Entry requirements 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.		

Digital Marketing

ECTS: 4	Department: GACO	Degree level: 2 nd year of Bachelor
Teaching contact hours: 16,5		Instructor: Marine KERGOAT
Learning objectives ▪ Study the web-environment of an activity sector ▪ Analyze the competition (performance, community management) ▪ Work the webmarketing on Wordpress		
Course topics ◆ 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 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)		
Assessment ◆ A work in pairs ◆ Final exam (1,5 hours)		
Entry requirements This class goes with the website design course. Both have to be taken together. Some notions of marketing are also required.		

English for Business 2

ECTS: 6	Department: GACO	Degree level: 1 st year of Bachelor
Teaching contact hours: 30		Instructor: Léa LOUCHEZ
Learning objectives ▪ 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 ◆ 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 Group of 28 students: weekly 1-hour seminar ("TD") Group of 14 students: weekly 1.5-hour practical ("TP")		
Assessment ◆ 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 Intermediate level of English and an interest in a range of business subjects.		

English for Business 4

ECTS: 4	Department: GACO	Degree level: 2 nd year of Bachelor
Teaching contact hours: 18		Instructor: Virginie FERRANTE
Learning objectives ▪ 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 Business themes ranging from the corporate world and major companies to articles and audio taken from the international press and media.		
Teaching method Group of 28 students: weekly 1-hour seminar ("TD") Group of 14 students: weekly 1-hour practical ("TP")		
Assessment ◆ Continuous assessment ◆ Final exam		
Entry requirements B2 level		

Writing for Impact: Corporate Business Writing Course

ECTS: 6	Department: TC	Degree level: 1st year of Bachelor
Teaching contact hours: 24		Instructor: Joanna BASTIAN
Learning objectives ▪ Writing confidently and effectively in English, ▪ Writing with greater ease following a process approach, ▪ Organizing business writing for greater impact, ▪ Writing the most frequent types of business English documents: emails, notes, minutes, short reports, ▪ Tailoring one's writing to the specific needs of the readers, ▪ Using an appropriate style and tone (formal and informal), ▪ Editing and checking writing to be more accurate and effective, ▪ Developing an extensive range of useful vocabulary and phrases used in business English.		
Course topics ◆ Emails: introductions, requests, enquiries, invitations, complaints, negotiations in writing, arrangements, ◆ Preparing notes and meetings minutes, ◆ Report writing, ◆ Getting the tone right. Additional speaking and listening activities complete each lesson.		
Teaching method Group of up to 30 students: weekly 2-hour sessions		
Assessment ◆ Intermediate assessment (oral presentation of a 6-minute English BBC recording) ◆ Final written exam (based on a real-life business communication situation)		
Entry requirements at least B1 level in English		

Intercultural Management

ECTS: 4	Department: TC	Degree level: 2 nd year of Bachelor
Teaching contact hours: 15		Instructor: Joanna BASTIAN
Learning objectives ▪ 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 ◆ 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 Group of 28 students: weekly 1.5-hour seminar ("TD")		
Assessment ◆ intermediate assessment (written and/or oral) ◆ final exam (2 hours)		
Entry requirements None in intercultural management. English : at least strong B1 level.		

Oral presentation and brand transformation with a sustainable project

ECTS: 4	Department: TC	Degree level: 2 nd year of Bachelor
Teaching contact hours: 15		Instructor: Aida MESINOVIC
Learning objectives - design and present a sustainable transformation of an existing brand, using persuasive business English and effective presentation skills. Analyse an existing brand and identify opportunities for sustainable improvement. ▪ Develop a realistic sustainability strategy that aligns with the brand's identity and business objectives. ▪ Explain the environmental, social, and economic impact of their proposed transformation. ▪ Justify business decisions using evidence and logical arguments. ▪ Deliver a well-structured oral presentation in English (8–10 minutes). ▪ Speak clearly, fluently, and confidently using appropriate pronunciation and intonation. ▪ Use persuasive language to convince an audience of the value of their sustainable project. ▪ Respond effectively to audience questions.		
Course topics ◆ Identifying international brands (analyze their actual image) ◆ Costing and estimating the feasibility of a communication campaign ◆ Developing and launching a plan of the brand's new image and products Organize a communication campaign (how do you advertise)		
Teaching method Group of 26 students (4 students working on the same brand): weekly 1.5-hour seminar		
Assessment ◆ Oral presentation in groups of 4		
Entry requirements Level of English: at least B1		

International Trade Techniques

ECTS: 4	Department: TC	Degree level: 2 nd year of Bachelor
Teaching contact hours: 15		Instructor: Katia DURIEUX
Learning objectives ▪ Knowledge and application of INCOTERMS on the international market ▪ Customs rules: calculation ▪ Negotiation: understand and apply the rules in an intercultural market		
Course topics ◆ 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 ◆ 1 intermediate assessment (written) 1,5 hour concerning Application of Incoterms ◆ 1 final exam (2 hours)		
Entry requirements Notions of International trade		