

# COURSE DESCRIPTIONS

The following course descriptions briefly describe the course contents, how many credits the course is worth, if the course is given at the bachelor's or master's level, and if the course is given in English or in French.

Students may sign up for graduate level courses (even if they are in the third year at their home institutions) provided that they have a good background in the subject matter either through classes or work experience.

For students not familiar with the ECTS (European Credit Transfer System), a full-time student is one who has a course load of 30 credits per semester.

## Art & Architecture

**5 credits      English      Bachelor's level**

This course investigates the elements and principles of the visual arts (painting, sculpture, and mixed media) and architecture, and ways to understand and to think, speak, and write critically about them. Students will study examples of artworks from the history of art and from the art traditions around the world. As part of the course curriculum, students will be visiting various museums, architectural sites, and special exhibitions in Lyon. There are no extra fees for these visits but the class meetings fluctuate based on excursions and attendance is mandatory. Due to the fact that museums only allow small groups, the class is limited to 30 students.

*This class is offered in both the Fall and Spring semesters.*

## B2B Marketing

**5 credits      English      Bachelor's level**

Although similarities exist in B2C marketing and Industrial Marketing, the course will highlight strategic approaches used by marketers whose customers include other businesses, the government, and institutions. Some of the topics to be covered in the course include organizational buying behavior, supply chain management, customer relationship management, pricing in B2B markets, ecommerce and sourcing.

*This class is offered in both the Fall and Spring semesters.*

## Banking and Finance

**5 credits      English      Bachelor's level**

The fundamentals of banking & finance in the global marketplace will be examined. Specifically topics such as the influence of government and foreign exchange markets will be examined.

Topics include: Exchange rates, currency devaluation, speculation, the options/futures markets, interest rates, bid & offer quotations and other current financial issues.

*This class is offered in the Spring 2011 semester only.*

## **Cross Cultural Management**

**4 credits      English      Bachelor's level**

Both the work and life aspects of the cross-cultural experience will be explored. Management issues such as organisational practice, workplace diversity or challenges facing companies operating across frontiers will also be addressed. In addition, a host of practical issues such as cross-cultural communications, business etiquette and the art of living in an environment that has totally a different idea of time, space or priorities will be studied. Students are encouraged to bring their personal experience of working and living in foreign cultures to the classroom.

*This class is offered in both the Fall and Spring semesters.*

## **European Union: Foundations, Institutions & Perspectives**

**5 credits      English      Bachelor's level**

Why was the European Union created? What purpose does it serve? How does it work? What are the legal and financial institutions that operate to serve the community? How does the European Union measure up to other international bodies? And what are the future challenges for the EU, are among the questions that will be explored in the class.

As part of the course requirements students will write a 20 page term paper in addition to presentations and examinations in this course.

*This class is offered in both the Fall and Spring semesters.*

## **Financial Analysis**

**5 credits      English      Bachelor's level**

The Financial Analysis class reviews financial statements and therefore is an accounting based class. Some of the topics that are covered are ratios, liquidity, profitability, income statements, cash flow statements, preferred, treasury, and common stocks, liabilities, margins, and growth rates.

*Students who register for this class should already have had a class in Accounting.*

*This class is offered in the Fall semester only.*

## **France in the 21st century: the French Business Context**

**5 credits      English      Bachelor's level**

France has long been among Europe's paramount cultural, political, and economic powers. Yet the upheavals of the 20th century have left a deep mark on France, and have caused France to question its place and its role in contemporary Europe. This course examines France's current standing in Europe from a socio-economic perspective. An in-depth look at how current changes in French society and business are leading France to re-examine its relationship to the wider European context. Specific cases will highlight the way that contemporary French business functions both at home and abroad. As part of the course requirements students will write a 20 page term paper in addition to presentations and examinations in this course.

*This class is offered in both the Fall and Spring semesters.*

## **Geopolitics**

**5 credits**

**English**

**Bachelor's level**

The class will examine how the contemporary international political order has emerged by focusing upon the interplay of diplomatic and strategic issues in the post-war world. It will begin with an analysis of the Cold War and its origins and bring it right up to 11th September era, tracing the development of how geopolitics shapes the interactions between North and South. The rest of the course will focus on policy challenges for governments and political leaders, including a detailed discussion on humanitarian intervention and the war of terror. Finally, a discussion will be had on the role of popular culture and the ways the media constrain or enable geographical representations of the world at large.

*This class is offered in both the Fall and Spring semesters.*

## **Integrated Marketing Communications: Advertising & Promotion**

**5 credits**

**English**

**Bachelor's level**

By looking at consumer behaviour, brand communications strategies, and measurement tools, students will be able to identify a comprehensive strategy for promoting products effectively. The use of different medias to create a coherent brand message will be explored, including how companies can use new media channels such as Facebook, Twitter and SL to enhance their primary media messages. This course is designed for marketing, advertising, or communications majors or students who are interested in the field of advertising.

*This class is offered in both the Fall and Spring semesters.*

## **International Business Law**

**5 credits**

**English**

**Bachelor's level**

The purpose of the course is to convey to the student an understanding of the importance of international business in a global environment. This course will assist the student in understanding the potential risks inherent in entering foreign markets and to provide a foundation for the management of risk in international transactions. Particular attention will be given to international commercial transactions. The course will explore the legal problems that a business may face when engaged in international trade, in the international licensing of intellectual property, and in foreign investment. This course will also explore the operation of international institutions involved in the regulation of international business.

*This class is offered in both the Fall and Spring semesters.*

## **Introduction to Finance**

**5 credits**

**English**

**Bachelor's level**

An overview of financial terms and concepts will be addressed in preparation for students to take more advanced level Finance courses. Among the topics covered will be cash flow, financial statements, bonds and their valuation, risk and rates of return, the basics of capital budgeting, working capital management, and financial forecasting and planning.

*This class is offered in the Fall semester only.*

## **(Introduction to) International Finance**

**5 credits    English    Bachelor's level**

This course is designed to present an overview of the global economy and international financial markets. The foreign exchange market, monetary markets and capital markets will be explored.

The course also provides the students with relevant tools and concepts for decision making in foreign exchange risk management and other international operations.

***Students who register for this class should already have had a class in Finance.  
This class is offered in both the Fall and Spring semesters.***

## **International Marketing**

**5 credits    English    Bachelor's level**

The principle aim of the course is to analyse the global marketing environment and develop appropriate international marketing strategies. The content of the course will include, socio-economic, legal, political, financial and cultural factors affecting international marketing operations.

Students will be given a term long project which requires them to introduce a new product on three different continents by conducting marketing research and analysing their findings. A strategic marketing communications plan will then be developed which will include product pricing, STP analysis, market entry mode and product launch considerations, and brand development.

***This class is offered in both the Fall and Spring semesters.***

## **International Strategy**

**5 credits    English    Bachelor's level**

The course is concerned with the strategic dimensions of a company's international development. The major issues facing companies with worldwide operations so that students are able to:

- Understand the geographic scope of competition and analyze the globalization drivers of industry
- Design the value chain configurations of international activities and increasing global competitive strategy
- Chose appropriate human resource management systems for a company's international operations

***This class is offered in both the Fall and Spring semesters.***

## **Marketing Strategy**

**5 credits    English    Bachelor's level**

The objective of this course is to inculcate in students a comprehensive approach towards strategic marketing management, i.e. the ability to analyse, understand and critically evaluate marketing strategies and implementation. The class will provide the conceptual frameworks and instill the student with the analytical and creative skills that are necessary to develop marketing strategies that are optimal for the varying conditions in which firms find themselves.

***This class is offered in both the Fall and Spring semesters.***

## **Negotiation**

**5 credits   English   Bachelor's level**

The course will deal with the application and development of negotiation techniques in a variety of professional contexts. Students will explore ways to achieve set objectives while remaining loyal to fundamental issues common to quality negotiation practices. This course will set foundations for negotiation skill development through review of the dominant issues in planning and managing the negotiation process, and by focusing on professional objectives and cooperative problem solving techniques. Students will examine the BATNA and hidden interests in order to reach maximum mutual benefit in the negotiation. Role-play and reflection on successful negotiation practices will highlight class activities and case studies. Lectures and reading materials will supplement the core curriculum of exploration and practice of negotiation strategy.

***This class is offered in both the Fall and Spring semesters.***

## **Service Marketing**

**4 credits   English   Bachelor's level**

With services accounting for an ever larger part of developed countries' GNP, it is important to be able to properly develop them and turn them into profitable activities that provide customer satisfaction. An understanding of the issues involved in managing service quality, productivity, and staff will be addressed and the differences in the service's marketing-mix. Yield management, quality control and productivity, targeting and positioning will also be discussed.

***This class is offered in both the Fall and Spring semesters.***

## **Strategic Corporate Social Responsibility**

**4 credits   English   Bachelor's level**

The course examines Corporate Social Responsibility through the eyes of companies, boards, stakeholders and the general public. Cases of real companies are used to demonstrate the competitive advantage of implementing procedures and tools so that a company engages in CSR socially, economically, financially and environmentally.

The course is team taught and explores the different issues that companies face in the realm of CSR. The use of projects and case studies is used throughout the course.

***This class is offered in the Spring semester only.***

***SCROLL DOWN FOR CLASSES IN FRENCH AND MASTER'S LEVEL CLASSES***

## Classes Given in French specifically for IBP students

The following classes are offered specifically for IBP students who would like to take classes in French. The level of French that is required for these classes is not as demanding as taking classes with the French students, but a fairly advanced level of French is still necessary to enroll in the classes.

### Le Cinéma Français

**4 credits French**

Students enrolled in this class will be exposed to both a chronological and thematic approach to the rich history & development of the French cinema. Through films, the students will learn about the historical, social and political context of France and see how this art form has been used by film makers to put the events of the day into context. Students will be responsible for viewing, analyzing, and making presentations of films both in and out of class.

Most of the films will be subtitled, but the class is in French so students should have a good understanding of the language.

*This class is offered in the Fall semester only.*

### Français des Affaires

**4 credits French**

This class is designed for students who have a good working knowledge of the language and are interested in using French for business applications. The focus therefore is on the French language in a professional context. Group sizes are small to ensure individual attention from the professors and accelerated progress.

Students may only take this class if they have a good level of French; therefore students are asked to register for the class, but their enrollment in the course will only be confirmed after written and oral testing at Orientation. The class may be taken with the French Language class or separately.

*This class is offered in both the Fall and Spring semesters.*

### French Language

**6 credits**

Regardless of your level of French, if you are a non-native speaker of the language, it is strongly recommended that you enroll in a French class.

Our experience has shown that students who are comfortable with the language have an easier time assimilating into the culture and have broader experiences during their stay in France.

Whether your ultimate goal is to do business in French, or just take advantage of learning a new language, there is sure to be a class that corresponds to your objectives & level. Students are given a placement test at Orientation and put into a group which corresponds to their level. Classes meet 3 times a week for an hour and a half.

This class may be taken in along with Français des Affaires (Business French) if the student's French level is good enough.

*This class is offered in both the Fall and Spring semesters.*

## **Gestion des Ressources Humaines**

**4 credits    French    Bachelor's level**

The course will deal with the legal aspects of hiring and firing employees in France and the rights of both the company and the employees during the critical phases of employment. Topics covered in the course include: contracts, remuneration, vacation time, leave of absences, retirement, disciplinary action and other legal constraints.

No prior HR background is necessary, but an adequate level of French is required to be able to participate fully and contribute in a positive way to the class and teamwork.

***This class is offered in the Fall semester only.***

## **Management des Ressources Humaines**

**4 credits    French    Bachelor's level**

The objective of the class is to have students understand the missions of a Human Resource service and its strategic role within the corporation. The typical tools used within the division such as hiring, evaluating and training employees will be amply developed.

No prior HR background is necessary, but an adequate level of French is required to be able to participate fully and contribute in a positive way to the class and teamwork.

***This class is offered in the Spring semester only.***

## **Master's Level Classes** In English

### **Business Strategy**

**6 credits    English    Master's level**

The initial focus of the class will be on the systematic external and internal analysis and the introduction of a generic range of strategic alternatives. This will be followed by the formulation and selection of corporate and business level strategies. The approach to the course is designed to be fully integrative, utilising material concepts and techniques from modules relating to functional disciplines.

By the end of the module all students will be expected to be able to:

- Critically assess the development of strategic thinking
- Understand that strategy formulation ideally encompasses the entire organisation
- Conduct a full strategic audit of an organisation and its environment
- Generate and evaluate a range of strategic options and justify recommendations

***This class is offered in both the Fall and Spring semesters.***

## **Corporate Finance**

**6 credits   English   Master's level**

This course will provide insight into the theory and practice of Corporate Finance. It is designed as a core course in Finance and is open to all graduate business majors and undergraduate finance majors with the necessary pre-requisites.

The course will cover the role of the financial manager, the principles of present value and net present value, the risk and return of investment decisions, and overview of financing decisions and market efficiency, dividend policy, optimal capital structure and the interaction between investment and financial decisions.

***This class is offered in the Spring 2011 semester only.***

## **Financial Investments**

**6 credits   English   Master's level**

This course deals primarily with stocks and bonds and is designed to understand a) the impact of monetary policy in determining economic activity, and b) human behaviour and corporate performance on valuation of bonds and stocks. Specific objectives include understanding the determination and impact of interest rates on the economy, bond and stock valuation.

Students will be introduced to the interrelationships of 50 significant macroeconomic variables on the markets. The theory of interest rates as well as interest rate web sites will be discussed. Fundamental stock and bond valuation, and expected versus required rates of returns will be presented. A technical analysis of stock price charts will be presented and used by the students to predict future price movements of those stocks.

***This class is offered in the Fall semester only.***

## **International Business Law**

**6 credits   English   Master's level**

To examine the implications of legal constraints on corporate strategy of foreign development and give students a background in European and international business law.

This course will assist the student in understanding the potential risks inherent in entering foreign markets and to provide a foundation for the management of risk in international transactions from a legal point of view. Among the topics covered in the class will be the resolution of international trade disputes, international law and business organizations, and international sales contracts and excuses for non-performance.

Prior courses in the area of Law and/or Business Law are required for registration in this class.

***This class is offered in the Fall semester only.***

## **International Marketing**

**6 credits   English   Master's level**

For students with a good background in marketing, the international marketing class is a capstone course which reviews all the fundamental marketing theories as they are applied to marketing products internationally. Projects & case studies are a large part of the learning process and participants will be working with students of different cultural backgrounds giving them a taste of what it is like to work in an international environment and this first-hand experience usually contributes positively to the learning process.

***This class is offered in both the Fall and Spring semesters.***

## **Marketing Strategy**

**6 credits   English   Master's level**

Students will have the opportunity to evaluate and implement different marketing strategies across a number of industries. Through marketing research students will be able to understand the conceptual framework that goes into developing strategic decisions in the area of marketing. The impact of the marketing service on the other areas of the company's SBU will be evaluated for a comprehensive look at the role and function of this service within the corporation.

The class consists of lectures and case studies which will complement the readings and group work presentations.

***This class is offered in both the Fall and Spring semesters.***

## **Portfolio Analysis**

**6 credits   English   Master's level**

Portfolio investment theory is explored as students invest in domestic and foreign stocks, mutual funds, bonds, futures and options. Students will become familiar with the different type of markets, how to make transactions, the degree of leverage and risk involved in each of the markets.

Through the use of Stock-trak, students in groups of 4 will construct their own \$1 million international portfolios. Investments must be justified through research and a written summary. Students will learn how to calculate their investments and returns on their investments. Students will hedge foreign exchange risk on foreign investments. Short positions and leverage will also be used.

***This class is offered in the Spring 2011 semester only.***

## **Supply Chain Management**

**6 credits   English   Master's level**

The course begins with a review of financial statements which will be an essential basis for the rest of the course, and continues with a history of Supply Chain management's beginning (physical flows) to the very elaborate information flows that are used by company's today.

Other topics which will be explored in the class include the examination of the role and impact on the company organization, the importance of quality information systems and an overview of inter relations between SCM and ERP. After considering the main components of the supply chain, topics such as performance targets and globalisation will be explored in regards to how the supply chain has been effected in a ever changing business environment

***This class is offered in the Fall semester only.***