

# Bachelor Business

## Courses Catalogue Second Year English Track

*Diplôme visé par le Ministre en charge de l'Enseignement Supérieur*

*BO n°10 du 10 mars 2022 Titre RNCP Niveau 6 (fiche RNCP 36323)*

*Diplôme d'études supérieures en commerce et management opérationnel*

- The Bachelor Business is a business and management program designed to train students with 3 years' higher education in sales and operational marketing, across all business sectors. With close links to the corporate world, it offers several pathways (double degree, work-study, international, associative entrepreneurship) and a choice of business specializations.

<b>MISSION</b>	The Bachelor Business program is designed to give students the tools they need for their employability and to become responsible and autonomous, by providing them with the necessary technical, human and cultural skills.
<b>LEARNING GOALS</b>	The school's learning goals represent skills and characteristics of the “know how” that our students should possess when they graduate.
<b>AOL</b>	The Assurance Of Learning (AoL) assessment system has been set up to measure the acquisition of these characteristics, enabling us to adapt and improve our teaching methods.

### 5 Learning Goals for better employability

- *Knowledge and Expertise*
- *Capacity for creative thinking, problematization and processing of research data*
- *Effective written and oral communication*
- *International perspectives*
- *Ethical considerations and corporate social responsibility*

## • MODULES - Semester 1

### SOCIAL AND CORPORATE LAW

*ECTS : 3*

This course is a presentation of the legal environment of the company concerning its various legal forms, as well as the legal framework existing between the head of the company and his employees. In the first part, we look at the definition of the company as a legal system integrated into a legal framework constituted by company law. We then present the various acts carried out during the formation of the company and define the classic forms of company with legal personality (SARL, SA, SAS).

In the second part, we look at the legal framework for employees, starting with the employment contract and its various features. We then move on to working hours (actual working time, maximum working hours, rest periods and holidays) in order to understand the direct effects on private sector employees. In connection with the representation of individuals at work, we then look at staff representative bodies and trade union representation. Finally, we conclude this module with the powers of the company manager (internal regulations, disciplinary powers, respect for employees' individual rights and freedoms).

*On completion of this module, students will be able to:*

- Give a clear definition of the company as a legal system ;
- Distinguish between the different legal forms and their specific features.
- Present the principle of the employment contract.
- Identify the concept of working hours and its legal components.
- Explain the principle of staff representation and its internal bodies.
- Describe the elements of the legal framework between the company director and his employees

### FUNDAMENTALS OF MANAGEMENT CONTROL

*ECTS : 3*

This course presents the cost calculation models that are developed according to the structure of the company. It identifies and include charges to the calculated costs. The full costs method include all the charges of the company in order to calculate costs as well as the analytical result.

*On completion of this module, students will be able to:*

- Analyze the company's overall result as calculated in accounting;
- Integrate the incorporable expenses into the cost calculation;
- Calculate the costs of products according to the full cost method;
- -Play a central role in the company's decision-making process

## BUSINESS FINANCING TECHNIQUES

*ECTS : 3*

This course covers the main concepts of financial mathematics and provides the tools and techniques needed to solve common financial problems such as the treatment of interest, loans and certain financial products.

*On completion of this module, students will be able to:*

- Be introduced to the fundamental principles of financing techniques
- Understand their importance in preparing and making management decisions.
- Be familiar with the methods and techniques for solving economic and financial problems, in particular about investments, undivided loans and bonds.

## FUNDAMENTALS OF HUMAN RESSOURCES MANAGEMENT

*ECTS : 3*

This course aims to introduce the field of Human Resource Management. The importance of this field and its relation with other aspects of the organization and organizational effectiveness will be made clear. Furthermore, the main concepts in this field will be explained and the underlying theories and processes will be discussed. Training, development, communication, motivation, recruitment, selection and rewards systems will be covered. Finally, the changing role of HRM in organizations is outlined and the need for different skills and competencies nowadays is stressed.

*On completion of this module, students will be able to:*

- Understand the role of HRM in an organization and its effectiveness
- Explain and apply the major concepts of HRM
- Explain the key competencies needed by HR professionals
- Understand and analyze underlying theories and processes when it comes to HRM concepts
- Describe how the legal, political, cultural and economic factors affect HRM

## BIBLIOGRAPHIC RESEARCH

*ECTS : 3*

This course allows students to acquire the basics for carrying out bibliographical and documentary research and scientific titles, to cite reliable, solid, identifiable and accessible sources. It is organized in workshop modes that allow students to take a proactive approach. The course offers a general overview of the definition of a problem, the justification of statements by citing sources, the establishment of a documentary research plan, the use of search engines and bibliographic databases as well as the methods of bibliographic analysis and verification of the rigor and seriousness of sources. These teachings will be supported by the establishment of documentary research by the students on a subject related to the Humacité and Climacité missions, or other management-related topics;

*On completion of this module, students will be able to:*

- Know and respect the main bibliographic citation standards.
- Know how to cite authors and the reference to their work .
- Use search engines and bibliographic databases.
- Identify the nature of a document (literary, scientific, press facts, opinion, column, etc.).
- Carry out documentary research on a subject to provide answers to a research question.
- Prepare their professional internship report and their 3rd year professional dissertation.

## NEW APPROACHES TO SALES

*ECTS : 3*

This course allows students to acquire the basics of sales techniques and digital sales, new forms of prospection in time of digital area. The chapters include sale preparation, contact catching, building and presenting the sales proposal, developing the USP and sales pitch, optimizing the proves and argumentation, knowing the buyer profile and motivation, argumentation and adaptation to the buyer's profile, handling objections concluding and taking leave with case studies.

*On completion of this module, students will be able to:*

- Master sales techniques
- Master tools for optimizing sales and customer relations
- Be familiar with the different phases of sales
- Know a near approach of sales in the digital age.

## ENVIRONMENT WORKSHOP

*ECTS : 3*

The main objective of this workshop is to create a company that combines economic profitability and environmental impact, through various tools of collective intelligence and entrepreneurship. The students are encouraged to choose a field of action, to ask themselves why they want to act on it, how they're going to make an impact and what they're going to offer.

Students go through several tools such as snowball debates, creative brainstorming, Bono hats, personas, storyboards and the social business model canva. They work as a team and are evaluated on their individual participation as well as their final presentation, where the most feasible, impactful and favorite projects are elected.

*On completion of this module, students will be able to:*

- Understand environmental issues and their articulation with the business world,
- Define the green economy and state its main challenges,
- Identify and identify companies that have a positive environmental impact,
- Recognize the main labels related to environmental impact,
- Express their environmental concerns and find solutions to integrate them in their personal and professional projects,
- Integrate the environmental impact of a company into a Canva Business Model, in respecting the balance between economic profitability and environmental impact,
- Identify the professional opportunities of the social economy, solidarity and green economy.

## GLOBAL BUSINESS MANAGEMENT : SIMULATION

*ECTS : 3*

The main objective of this workshop is to create a company that combines economic profitability and environmental impact, through various tools of collective intelligence and entrepreneurship. The students are encouraged to choose a field of action, to ask themselves why they want to act on it, how they're going to make an impact and what they're going to offer.

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## MULTICULTURAL APPROACH

*ECTS : 3*

This module will provide future managers with experience of working in a multicultural environment and doing business with suppliers or customers from a different culture.

After introducing students to key concepts, the module will immerse students in a variety of short projects designed to expose students to the cultural issues a manager is likely to encounter. Pragmatic and empirical, this module is designed to make students more comfortable working in English.

The module will use cases drawn from different geographical areas and company sizes, with a particular focus on SMEs.

*On completion of this module, students will be able to:*

- Strengthen cooperation in multicultural teams, particularly during integration
- Recognize cultural differences when dealing with partners, customers and stakeholders; and have some experience in bridging these differences
- Work successfully and confidently in an international context, not limited to a particular region

## FRENCH LANGUAGE

*ECTS : 3*

The course aims to develop written and oral communication skills at the A2/B1 level of the European Reference Framework for Languages. The 3 axes of the course are:

1. Acquisition of vocabulary and grammar level A2/B1
2. Oral and written skills level A2/B1
3. Knowledge of French culture

*On completion of this module, students will be able to:*

- Understand standard language, be able to deal with most situations, produce a simple or detailed speech on a range of topics related to personal, academic or professional context
- Understand specialized vocabulary (business/commerce/tourism)
- Communication situations:
  - make contact, describe a person's appearance and character, talk about their interests, make a purchase, give instructions, get information, express feelings and opinions, tell an event
- Grammatical points covered:
  - questioning, complex sentence, undefined pronouns, negation, expression of purpose, restriction ne...que., relative pronouns, expression of prohibition, cause and consequence, compound and imperfect past /present/future

## • MODULES - Semester 2

### MARKETING B to B

*ECTS : 3*

This course enables students to grasp the different variables of the marketing mix as a set of controllable means for a company to develop its offer for its target market. It presents product, pricing, communication and distribution policies as downstream elements of strategic marketing. Particular attention is paid to the coherence between strategic and operational marketing: the 4Ps are the concrete expression of strategic choices.

*At the end of this module, students will be able to:*

- Understand the difference between strategic and operational marketing, and make the link between these two components of the marketing approach.
- Understand the objectives of product, pricing, distribution and communications policies, and identify the actions the company can take to achieve these objectives, for each of the variables in the mix.
- Understand the managerial value of the marketing mix in order to draw up operational recommendations, while adopting a consumer-oriented posture. Situate the marketing mix within the marketing approach and marketing management.
- Build a coherent marketing mix by ensuring the compatibility of the orientations adopted for each component of the mix. Learn to remain vigilant to the realism of proposals, by developing relevant policies for a specific case.
- Learning teamwork and coordination through group projects
- Mastering teamwork and communication (flexibility, knowledge sharing and adaptability)
- Provide written reports and communication materials
- Continuous individual and collective learning

### TECHNOLOGIES AND WEB DEVELOPMENT

*ECTS : 3*

In the past, creating web and/or mobile applications was reserved for a minority of the population: those who could code. But more recently, a growing number of no-code platforms have emerged to bring ideas and digital transformation projects to life. WordPress is a free and open-source blogging tool and content management system. This course focuses on creating websites using WordPress. No previous experience is necessary. This course is structured to help all learners, regardless of experience, learn WordPress.

*On completion of this module, students will be able to:*

- Describe what WordPress is and what it can do.
- Identify the tools needed to develop a Web site
- Develop the digital media needed to set up a website
- Master the installation and configuration of WordPress.
- Deploy and configure the design of a website with WordPress (templates)
- Use WordPress plugins.
- Optimize the referencing of a Web site (with the RankMath tool).



## COMMERCIAL AND SALES MANAGER

*ECTS : 3*

The course provides a practical perspective on the sales function in a company, from the point of view of the salesperson and his/her manager(s). The course seeks to link and contrast the needs, skills, tasks and motivations of the salesperson and his/her manager. The course also seeks to identify and analyze the links between the sales function and other key functions of the company, particularly the alignment of sales management with the marketing function of a company. The course provides the keys to the role of a salesperson, whether sedentary or itinerant, as well as the means of measuring its performance. The course addresses the notion of a sales action plan and makes the link between KPIs, motivation, results and strategy.

*On completion of this module, students will be able to:*

- Distinguish and contrast the roles of salesperson and sales manager
- Formulate and formalize the basis of a sales action plan
- Understand and use the alignment between marketing strategy and sales actions
- Understand the different levers of sales animation and link them to sales KPIs
- Understand, read and analyze a sales funnel

## DIGITALE COMMUNICATION TOOLS

*ECTS : 3*

In a context where the professional presence on the internet is increasingly essential, it is essential to understand the technical environment of digital communication. To ensure effective digital communication, it is important to know a wide range of tools and to understand their constraints and advantages. All areas of activity need to communicate on the internet, but those of marketing, communication and design are particularly concerned.

Students will be encouraged to practice and become familiar with digital communication tools (usefulness, functionalities, cost, etc.) through workflow management, the production of simple media and the evaluation of the impacts of their actions.

Finally, questions related to Data will be addressed in order to better understand the current and future challenges of the exploitation of data on the Internet.

*On completion of this module, students will be able to:*

- Develop students' Soft Skills with regard to digital communication
- Promote their autonomy and their ability to adapt (flexibility) in the professional environment
- Know how to sort, prioritize and mobilize different digital tools
- Understand the current and future challenges of data on the Internet
- Identify and interpret the graphic and verbal signs used in web communications

## INTERNATIONAL ECONOMY AND SUSTAINABILITY

*ECTS : 3*

This course addresses the major issues of the international economics, through the study of major economic interaction between sovereign states. (international trade, international finance and macroeconomic regulations). This course permanently links the theoretical (models and theories) and empirical (economic facts) aspects of the international economy

*On completion of this module, students will be able to:*

- Explain the theoretical bases of the international economics,
- Describe the major developments of the world related to the globalization and to identify the links with the theory,
- Interpret the concrete questions of international strategies or international economic policies.
- Analyze documents related to the international economy (texts, data, videos)
- Make a synthesis on international economics topics

## DIGITAL LAW AND GRPD

*ECTS : 3*

This course aims to make students aware of the General Data Protection Regulation (GDPR). With a constantly changing digital environment, the GDPR now unifies the legal framework for the protection of personal data by standardizing legislation and procedures in all countries of the European Union. This course should lead to an awareness of the multitude of data that a company can process and should allow you to ask yourself the right questions regarding the collection, use, storage and security of the latter. It will also discuss the organizational and technical changes imposed by the GDPR, due to its regulatory obligation and the very high reputational risk for organizations during data leaks.

*On completion of this module, students will be able to:*

- Understand the history of GDPR regulations and the main changes made to properly apply the General Data Protection Regulation in business.
- Assimilate the legal context, the fields of application, the fundamental principles of personal data protection and the risks incurred in the event of non-compliance.
- Understand the legal obligations applicable to the register of processing activities, learn how to establish a register compliant with the GDPR and keep it up to date over time.
- Judge the level of risk of processing on the privacy of the persons concerned and adapt its data processing to reduce the risks and the impact on privacy.
- Understand the tools of the DPO (Data Protection Officer) essential for GDPR compliance

## CONSUMER LAW

*ECTS : 3*

This course presents the main legal relationships between a company and its customers;

*At the end of this module, students will be able to :*

- Identify the legal issues relating to a concrete situation encountered by a company in terms of consumer law.
- Cite the main sources of these rights and select the legal rules applicable to a particular issue
- Assess the difficulty of solving the problem
- Develop a strategy to solve the problem or identify situations requiring professional assistance

## WATER AND CLIMATE: HOW TO MANAGE TOMORROW ?

*ECTS : 3*

The aim of this course is to identify solutions to water shortages in the context of climate change. Nature-based adaptation and preservation solutions experimented by communities will be studied, as well as collective, governmental and individual measures.

*At the end of this module, students will be able to :*

- Understand how climate change will impact water consumption
- Identify the role of authorities, communities and individuals
- Identify possible strategies in different sectors.

## COMMITMENT AND RESPONSABILITIES IN HUMATARIAN OR ENVIRONMENTAL AWARENESS

*ECTS : 3*

Based on an individual project, students will work on the notion of environmental and humatarian commitment.

*At the end of this module, students will be able to :*

- Become aware of their carbon footprint and their ability to help people In needs
- Identify the organizations working towards these goals and highlight their actions
- Work on their soft skills

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- Grammatical points covered:
  - questioning, complex sentence, undefined pronouns, negation, expression of purpose, restriction ne...que., relative pronouns, expression of prohibition, cause and consequence, compound and imperfect past /present/future

Le programme se réserve le droit de modifier le catalogue de cours.