

COURSE TITLE: FRENCH CULTURE AND CIVILIZATION

CREDITS: 6 ECTS

PREREQUISITES: NONE

Lecturer: Dr. Claude Alavoine Doctor of Business

I.-Aims and Objectives

The course introduces the students to the culture, society and recent history of France.

The aim is to provide a more thorough understanding of French culture and civilization by presenting certain aspects of contemporary France in an attempt to make the themes wide-ranging, varied and viewed from a multidisciplinary perspective (economic, cultural, political and social).

These different aspects together show that France is a multicultural society struggling to preserve what is meant by "l'exception française", or that which is distinctively French.

II. – Course Content

French Institutions and Policy making

The constitution of the 5th Republic and the Presidency
The multiplicity of French political parties
Education and elitism - the effects of May 1968
Decentralization and the importance of the 'Regions'
France in Europe - a market of 59 million consumers

Aspects of French Culture

Literature, theatre and cinema
Television, from state monopoly to privatization and the media
Food and wine, French haute and nouvelle cuisine
Sport, games and pastimes in France
Cultural debates - Paris vs the provinces, French language and the linguistic policies, gender issues

COURSE TITLE: INTERNAL ECONMOMICS

CREDITS: 6 ECTS

PREREQUISITES: Foundation Economics

Lecturer: Dr Thierry Sebagh – Doctor of Economics

I Objectives

To provide an insight into a broad range of economic aspects of the European Union
To provide a basis for further studies in International Business and Finance.
To clarify the role of the European Union institutions in business activities.
To allow students to have a better understanding of the regional trade regimes
To understand the European financial mechanisms (Euro-currency market) and the nature and role of the Euro

II Course Content

The following themes will be dealt with:
Description of the E.U. evolution, past, present and future.
Economic principles underlying the E.U. creation and development.
Understanding of the E.U. decision-making process.
The role of E.U. institutions in providing the framework for domestic and transnational business activity.
E.U. as a trading partner and as a world economic power.
E.U. diversity of markets and economic characteristics of E.U. countries.

COURSE TITLE: INTERNATIONAL MARKETING

CREDITS: 6 ECTS

PREREQUISITES: Principles of Marketing

Lecturer : Jeanette McDonald : B.A Honors Business & Tourism, post graduate diploma in International Marketing (Napier)

I.- Aims

To provide an International Marketing concept and understanding of cultural awareness
To highlight the importance of research methodology and techniques available
To examine the evaluation tools used when identifying opportunities and threats
To appraise the leading issues in International Marketing; market agreements, barriers, globalization trends

II. – Learning outcomes

On completion of this module the student will be able to:

Define the major benefits and problems that come with International marketing

Assess and recognize external forces that effect the future of International Trade

Apply marketing tools in an International context in order to identify, analyze and select targeted markets

To produce a Consultancy Feasibility Study for an overseas market

A combination of lectures and tutorials will be used. Lectures will introduce the main concepts.

Tutorials will be used to apply theory using case studies and discussion-based seminars.

Students will be encouraged to work in groups, and will be given guidance on a principal project throughout the course.

COURSE TITLE: MARKETING STRATEGY AND COMMUNICATION

CREDITS: 6 ECTS

PREREQUISITES: Principles of Marketing

Lecturer:

Dr. Rena El Baze - Doctor of Communication Sciences
Jeanette McDonald Post Graduate Diploma in International Marketing (Napier)

I.- Objectives

The objectives of this Marketing and Communication course are :

- To provide a detailed explanation of the process of communication
- To study the techniques, media, and media used in communication
- To enable students to set up a communication strategy and draw up a communication budget.
- To give a global vision of the different mechanisms which companies need to deal with to build a coherent marketing strategy.
- To give a general understanding of the principal characteristics necessary to build a business plan
- To present the different tools for Strategic Marketing Planning in a Competitive Position

II. – Course Contents

The subjects that will be covered are as follows :

- Communication strategies
- Who is involved in communication ?
- The different theories and targets of communication
- Creative production in advertising
- The media : choice and media
- Non-media marketing and its development
- Marketing and the planning process
- The organizational context
- The Marketing Audit
- Information for Planning
- Segmentation and Planning controls
- Formulating Strategy
- Managing the brand and developing the Product Portfolio
- Marketing mix strategies
- Planning customer service excellence
- Planning the virtual Market Place and for Service Organizations

COURSE TITLE: STRATEGIC HUMAN RESOURCE MANAGEMENT

CREDITS: 6 ECTS

PREREQUISITES: introduction to Human Resources

Lecturer: Barbara Wilson MBA MIPD
Dr. Rena Elbaze Doctor of Information Sciences

I.- Objectives

The main aim of the Human Resource Strategy course is to :

Establish the role of Human Resource Strategy (HRS) within the strategic management of the organization taking a European perspective of the principal characteristics necessary to build a business plan.

Present the practice of Human Resource management in a changing world.

Study the concepts, tools and actual practice in jobs within Human Resource Management

The course will consider the changing role of HRS within the organization and its environment and the manner in which it supports the achievement business goals. This will be considered within a European context whilst looking at best practice from the USA.

II. – Course Contents

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows :

Human Resource Strategy

HR strategy and its role in the success of organizational strategy

The emerging and new forms of work organization and relationships

Building organizational capability

Flexible working

HRS in a social and political context

Forward-looking skills management

Recruiting practices

In company training

Working conditions

Compensation

Team building

After completing the module, students should be able to:

Appreciate the strategic nature of HRM in maximizing human resources.

Understand the need to embed HRM in corporate strategy

Appreciate the integrative approach of HRM

COURSE TITLE: MOTIVATING THE WORK FORCE

CREDITS: 3 ECTS

PREREQUISITES: Human resource strategy/human resource management

Lecturer: Dr.Rena El baze Doctor of Information Sciences

I.- Objectives

The objectives of the workforce tools and motivation techniques course are:

- To present the theoretical models connected with the concept of motivation.
- To apprehend the practical elements contributing to the development of motivation

II. – Course content

The following themes will be dealt with:

- Motivation through reward systems
- How to stimulate work activity through motivation
- Motivation strategies
- "Leadership" profiles
- Motivation and managing people
- "Strokes": work force motivation tools
- Rules which can be generalized and applied to companies.

COURSE TITLE: CONSUMER BEHAVIOR

CREDITS: 3 ECTS

PREREQUISITES: Principles of Marketing

Lecturer: Nathalie BUCHAN : DEA Sciences de Gestion, Marketing consultant

I. - Objectives

The purpose of this course is to introduce a general and conceptual framework that describes who the marketing discipline addresses the buying decision process, followed either by the individual consumer or organizations.

The student is therefore invited to :

Study the dynamics of human behavior and the basic factors that influence the consumer's decision process

Translate these concepts into marketing and communication strategies

II. – Course Description

The subjects to be examined will concern:

- Memory and Perception
- Learning and Motivation
- Personality and Purchase behavior
- Beliefs and Attitudes / Psychographics
- Consumer Decision Making Process
- Communication and Persuasion / Influencing Strategies
- Consumer Marketing Strategies versus B-to-B Marketing
- Consumption and Post-Purchase Behavior / Establishing and Developing Customer's Loyalty
- Influences of Culture and Environment / Cross-cultural Perspectives

COURSE TITLE: FRENCH LANGUAGE FOR BEGINNERS

CREDITS: 6 US CREDITS

TEACHING METHODS: Language laboratory, small group discussions, readings, exercises, TV programs.

Students will be given guidance on private work which will be undertaken.

PREREQUISITES: None

RECOMMENDED PRIOR STUDY or CO-REQUISITES: Intercultural Management + The French

1 - AIMS

- To introduce the student to the French written and oral languages and culture.
- To enable the student to use simple forms of the language in a variety of everyday situation.
- To develop an understanding of the structure of the language.
- To encourage autonomy and self-assessment.
- To foster confidence and enthusiasm to engage in further language learning.

2 - INDICATIVE CONTENT

All work is done through a functional approach to everyday situations.

Listening skills:

- Listening for gist
- Listening for specific vocabulary
- Drills on basic grammatical structures

Writing skills:

- Structural exercises encompassing pronouns, prepositions, conjunctions, common verbs, (present, past, future, conditional tenses), adjectives and adverbs.

Speaking skills:

- Dialogues, role plays and sketches.
- Development of discourse functions such as narration, description, instruction and explanation.

Reading skills:

- Progressive reading from texts devised for beginners around subjects pertaining to French environment and everyday social and professional life.

COURSE TITLE : INTERMEDIATE FRENCH

CREDITS : 6 US CREDITS

TEACHING METHODS : Language laboratory, small group discussions, readings, exercises, TV programs.

PREREQUISITES : French for Beginners

RECOMMENDED PRIOR STUDY or CO-REQUISITES : Intercultural Management + The French

1 - AIMS

- To develop the student's knowledge of written and spoken French
- To understand and respond to spoken French in everyday situations
- Broaden students' knowledge of everyday life in France

2 - INDICATIVE CONTENT

- Laboratory exercises in:
 - Listening for specific vocabulary.
 - Listening for gist.
 - Drill on grammatical structures.
 - Class participation in situational dialogues, discussions and role plays.
 - Development of disclosure functions such as description, instruction, narration and explanation.
 - Reading from documents pertaining to French environment and daily social life.
 - Short presentations on local environment.

Students will be requested to compile a record of observations on life in France as compared to life in their own country. At regular intervals students hand in homework on this subject so that it can be corrected and discussed before being included in a final dossier

COURSE TITLE : ADVANCED FRENCH

CREDITS : 6 US CREDITS

TEACHING METHODS : Small group discussions, readings, exercises, TV programs. Students will be given

guidance on private work which will be undertaken.

PREREQUISITES : Intermediate French

RECOMMENDED PRIOR STUDY or CO-REQUISITES : Intercultural Management + The French Cultural Environment.

1 - AIMS

- To revise and practice students knowledge of written and spoken French at an advanced level
- To give the student opportunity to give presentations on technical subjects
- Broaden the student's knowledge of French Culture

2 - INDICATIVE CONTENT

- Study of texts from the press
- Study of current TV news
- Discussions
- Presentations

Students will be requested to compile a press book on a subject of their choice which will be commented on in

writing and used as support in the final oral test.