

International Development branch

Core courses are common to International Development studies and then one track has to be chosen : export or import.

Core courses:

Running Export Activities

This course is designed to provide students a clear understanding of the processes and practicalities of International Trade.

By small teams, the students will meet a company that exports. You will have to deal with the successful completion of an international offer.

Submitting weekly reports each team will begin by selecting a partner, calculating a price using the Incoterms, identifying trade barrier and needed documentation for the international flow. Then students will have to suggest the best payment terms to lead to an acceptable and profitable order.

Finally, students will learn to build an export dashboard to enhance export decision process.

Oral presentation & press review will provide an international trade outlook in the current global economy.

A business game will also give the students the opportunity to practice working situation.

Running Import Activities

This course is designed to provide students a clear understanding of International Purchase processes and operations.

Students will learn to:

- Implement full Purchasing process from market research and suppliers sourcing to final agreement with vendor, being able to justify their own choices
- Use the founding principles linked to needs expression and analysis in some simple and real life examples
- Use the most relevant cost analysis techniques and identify cost reduction levers
- Assess Total Cost of Ownership
- Be committed to sustainable Purchasing
- Make the link between Purchasing strategy and operations

International Business Law

International Business Law is a cross-disciplinary course designed to give students an introduction to the business and legal environment of international trade. Students will be exposed to the relationship between domestic and international law, an overview of international trade organizations, a working knowledge of contracts as applied to the international sale of goods through a comparative analysis of domestic law (French and America) and international law, as well as exposure so some of the contracts applicable to international trade.

Project Management

This course is designed to provide students a clear understanding of Project Management.

Students will learn to:

- Understand the components and issues (including risks and changes management) of the project life cycle and the project phases in detail
- Understand how to formalize customer's need and identify the deliverables of a project (Statement of Work key components)
- Understand project management tools
- Understand how to monitor a project timeline and milestones

Skills:

- Be able to understand customer's needs and deliverables
- Be able to organize project phases and tasks using tools such as WBS, OBS
- Be able to integrate a project as a team member

Teaching / Topics

- Basics: project definition, issues, stakeholders, project phases and project vocabulary

Tools: WBS, OBS, SOW (statement of work), Gantt

Teaching Methodology:

Lecture for concepts and tools understanding

Short practice exercises

Finance and IT Tools for marketing

Finance :

Companies are confronted with the risk of exchange as soon as they undertake commercial operations in foreign currency. As an Export or Import manager you will have to manage that currency risk.

This course will explain risks that are inherent in international business transactions. You will have to identify the starting point of that risk. You will acquire basic understanding of foreign exchange market, exchange rate and currency risk management. To do so, you will explore internal and external hedging techniques.

Students will develop practical skills needed for argumentation, discussion, presentation and negotiation.

Position (import or export) will be taken into account for presenting Foreign Exchange Solutions et Impacts.

IT Tools for marketing :

While comprehensive digital data is now easy to collect, accurate decision taking based on these data needs preliminary analysis steps.

This requires the use of a set of adequate tools to sort the data, find out key information and present them in a clear and focused way to decision makers (CEO, boards, steering committees...)

Students will be able to Organize and feed a simple data base using Excel, Identify significant information, by manipulating data, Create adequate graphic representation, based on identified key data, Create a report for decision makers, Create a synthetic presentation for a meeting involving decision makers

Doing business around the world

The course gives the useful information to understand and analyze the trade and business environment in an economic, social and cultural context of the targeted market. It is aimed for acquiring knowledge and developing competences for doing business in each country in term of communication, negotiation and organisation.

The course includes workshops based on case-study in order to provide students with a guideline for first steps.

Focus Russia - Focus China - Focus Poland : course taught in english

Focus Mexico - course taught in spanish

2 Courses to choose among four above option

1 course International Flows

International Negotiation

For students to gain an awareness of the basic competencies needed to prepare and negotiate in an intercultural business environment. Active participation is required.

To conclude this course, a business game will be conducted

This course will give the students the opportunity to have a complete overview of export activities while acting a play role game.

The purpose of this game is to give the actors the opportunity to practice a complete international negotiation process during a whole day.

The actors will have the whole process to manage commercially and administratively speaking. A participant handbook will be distributed. Students will then choose a team in which they will be involved. They will either represent the export company, the import company, their banks, the freight forwarder. A team of coordinator will manage the game. Goals will be submitted to each ones to reach a successful international negotiation.

Running Export activities or Import Trade Techniques are a pre requisite to this Business Game.

Prerequisite: knowledge on export techniques such as International transport, Incoterms, customs practice and Letter of credit

Export track:

International Marketing

The course leads the student:

To truly understand the essential differences between domestic and international marketing, thus avoiding the major pitfalls.

To learn how to assess strategic marketing in an international context and make essential recommendations for an international marketing plan.

To become more internationally marketing aware.

To be able to confidently apply the keys to international marketing to various specific foreign markets and situations.

Export offer

This course is designed to provide students a clear understanding of the processes and practicalities of an International Trade offer. In order to reach that goal, we will set up team work during the first Tutorial. Each team work will have to identify exporting companies.

By small teams, the students will meet a company that exports. They will have to deal with the successful completion of an international offer.

Submitting weekly reports. or making oral presentation, each team will begin by selecting a partner, calculating a price using the Incoterms, identifying trade barrier and needed documentation for the international flow. Then they will have to propose the best payment terms to lead to an acceptable and profitable order.

Students will complete an export offer with their own criteria and analysis, then they will negotiate that offer.

Prerequisite : knowledge on export techniques such as entry mode, International transport, Incoterms, customs practice and Letter of credit.

International Business Team Project

The course challenges four teams of students with real-life issues of international development. You will meet a SME which already exports. The export manager will present its activities and its international development strategy. Each group students will lead an export project for that company on a targeted market. They will conduct a market survey to suggest to the company how to penetrate the market, identifying regulation, contacting partners and providing a communication tool adapted to the target market.

Import track:

Purchasing strategy

The course is designed to provide a clear understanding of operational and strategic purchasing management

This course aims at helping students understand and apply the following aspects of Purchasing strategy :

- Make the link between purchasing strategy and business strategy
- Identify different purchasing strategies
- Create Purchasing strategies
- Identify and analyze risks

Supply Chain management

From Logistics to Supply Chain in an international environment

- Operations, Supply Chain Management and cross-functionality, a system and process approach
- Planning
- Supply Chain Performance Management

From operational purchasing and inventory strategy to inventory performance

- Operational purchasing and inventory management environment
- Definition of inventory and objectives
- Inventory management scope, constraints, risks and critical issues
- Inventory flows and transactions : physical, financial and information
- Inventory management techniques, tools and computerised systems
- Managing inventory performance, costs and metrics

International sourcing team project

The course challenges five teams of students with real-life issues of international sourcing. You will meet a firm which wants to identify suppliers. The purchase manager will present its activities and its international purchasing strategy.

Each group will work for an industrial company in order to find appropriate global sourcing solutions