

COURSE CATALOGUE: OBJECTIVES AND CONTENT

30 ECTS

Fall: Induction day: 04/09/2017 02:30 pm

Start of classes: 07/09/2017 - End of classes: 22/12/2017

Break: 30/10/17 to 03/11/17


Language: English

Location: City Campus Audencia Business School, Nantes, France

LEARNING OUTCOMES: This program aims to train students in international development. Students will gain competencies to:


- 🌐 Become efficient International trade Managers
- 🌐 Conduct multicultural negotiation
- 🌐 Find hedging techniques to deal with financial risk
- 🌐 Gain awareness on legal aspects of international contracts

FUNDAMENTALS OF INTERNATIONAL ACTIVITIES:

Doing Business around the World	contact hours: 18		2 ECTS
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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 organization. The course includes workshops based on case-study in order to provide students with a guideline for first steps.

2 courses to choose among four above option + 1 mandatory course International Flows: Focus Russia - Focus China - Focus Poland (courses taught in english) Focus Mexico (course taught in spanish).


Running Export Activities	contact hours: 28		4 ECTS
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This course is designed to provide students a clear understanding of the processes and practicalities of International Trade.

Students will be able to calculate a price using the Incoterms[®], identifying trade barrier and needed documentation for the international flow. You will learn how to deal with customs clearance and estimate customs cost as well as improving customs negotiation process. You will focus on International payment strategies to know how to secure international operations.

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.

Running Import Activities	contact hours: 28		4 ECTS
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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 your own choices. You will use the founding principles linked to needs expression and analysis in some simple and real life examples. You will use the most relevant cost analysis techniques and identify cost reduction levers. Then you will assess Total Cost of Ownership and be committed to sustainable Purchasing. Finally you will make the link between Purchasing strategy and operations.


INTERNATIONAL TRADE TOOLS:

International Business Law	contact hours: 18		2 ECTS
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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.

International Negotiation	contact hours: 18		2 ECTS
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This course is designed for students to gain an awareness of the basic competencies needed to prepare and negotiate in an intercultural business environment. You will focus on culture and negotiation, positions vs. interest and find best alternative to a negotiated international agreement. Assessment is based on active class participation and a negotiation performed at end of the course

Finance for International Business	contact hours: 18		2 ECTS
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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 to present Foreign Exchange Solutions and Impacts.

INTERNATIONAL BUSINESS PRACTICE:

International Trade Business game	contact hours: 7		1 ECTS
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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, freight forwarders. A team of coordinator will manage the game. Goals will be submitted to each ones to reach a successful international negotiation.

International Business team Project	contact hours: 30		4 ECTS
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The course challenges teams of students with real-life issues of international development or international sourcing. You will meet a SME. The manager will present its activities and its international development strategy.

Each group students enrolled in Export will conduct a market survey to suggest the company how to penetrate the targeted market. You will work in a result-oriented way to identify regulation, contact partners, estimate a budget and create a visual communication video.

Each group students enrolled in Import will find appropriate global sourcing' solutions for an industrial company. You will work in a result-oriented way to collect information on the market, look for potential suppliers, estimate potential gains and create a visual communication video.

MASTERING INTERNATIONAL MANAGEMENT:

1 OPTION TO CHOOSE BETWEEN EXPORT OR IMPORT

EXPORT

International Marketing	contact hours: 18		2 ECTS
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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	contact hours: 21		3 ECTS
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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 they will negotiate their offer integrating cross cultural issues.

IMPORT

Purchasing Strategy	contact hours: 18		2 ECTS
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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	contact hours: 21		3 ECTS
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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

French as a Foreign Language	contact hours: 30		4 ECTS
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This course is designed to help students develop oral and written skills in French, and includes listening and reading in French. Some cultural information about French-speaking countries will be included.