

BBA International Business

FIRST YEAR PROGRAMME

SEMESTER 1

UE1 – Languages – 56 hours – 6 ECTS

- LV1 English - 36 hours – 4 ECTS (English Master Class) – 24 hours; English tutorial class– 12 hours)
- LV2 to the choice: Arabic, Chinese, Dutch, French, German, Hungarian, Japanese, Portuguese, Russian, Spanish - 20 hours et 2 credits
- LV3 to the choice (cf. LV2). Optional (not counted in the school report)

UE2 – Economy and organization of a company (in English and French) – 51 hours – 6 ECTS

The purpose of this UE is to allow the students to acquire the basic notions in economy of company.

- Introduction
- The company: definition
- The different types of companies
- The company and its environment
- Main objectives of the company
- The organization of a company
- The main functions of a company
- The strategic approach of a company and its various ways of development (organic growth / external growth).

UE3 – Politic economy (in English and French) – 51 hours – 6 ECTS

This credit aims at bringing to the student's basic knowledge in political economy.

- Introduction
- Objectives and formation of the political economy
- The historic frame of the economic activity
- The frame of the national economic activity
- The national accounting
- The production of goods and services

UE4 – Applied mathematics in the economy and in the management (in English and French) – 36 hours – 4 ECTS

This UE aims at bringing to the student the basic knowledge in linear algebra and in analysis of the functions until the integral calculus. The applications are turned to the economy and the management.

- Introduction at EXCEL and mathematics
- Affine Functions
- Linear algebra: vectoral spaces in R^n ; elementary matrix calculation; inversion of matrices; linear systems; diagonalization
- Functions: continuity / limits
- Diverted primitives
- Logarithmic and exponential Functions
- Trigonometric functions
- Integral calculus: primitive and complete; calculation has a practice; integration by parts; change of variables; average value; series and volumes; complete works on closed and limited interval

UE5 – Principles of management – 51 hours – 6 ECTS

This UE aims at proposing to the students a global view on the evolution of the theories of the management, on the managerial skills, the processes of decision and the methods of resolution of problems.

- Introduction
- The nature of management

- The changes in the environment of the management of organizations
- The management by the processes and the quality
- The ethical and social responsibilities of the management
- The strategic management of the company
- The methodologies of decision-making and resolution of the problems; ethics and decision
- The human resources management and its ethical aspects

UE6 – Introduction to computer sciences (in English and French) – 18 hours – 2 ECTS

This UE aims at presenting to the student the main concepts and the applications of the computing and the electronic office.

- Introduction to Word: PAO1 and PAO2
- Work on Word, Excel et Power Point

SEMESTER 2

UE7 – Languages – 56 hours – 6 ECTS

- LV1 English - 36 hours – 4 ECTS (English Master Class– 24 hours; English tutorial class – 12 hours)
- LV2 to the choice: Arabic, Chinese, Dutch, French, German, Hungarian, Japanese, Portuguese, Russian, Spanish - 20 hours et 2 credits
- LV3 to the choice (cf. LV2). Optional (not counted in the school report)

UE8 – Ethics – 51 hours – 6 ECTS

This EU aims at bringing to the students a global vision of the evolution of the relations between the ethics and the western political and social philosophy through the study of classic and contemporary authors. Among the contemporary authors, the accent is put on the presentation of French authors (and European) and of major Anglo-Saxon authors.

- Introduction
- Former philosophy and ethics: Platon; Aristote; Cicéron
- Medieval philosophy and ethics: Saint Thomas d'Aquin and the ethics of virtues; Maïmonide and Averroès
- Ethics and philosophy of Enlightenment: Hobbes; Locke; Hume; Rousseau
- Ethics and industrial revolution: J. Bentham; J. Stuart Mill; Hegel; Marx; A. de Tocqueville
- The Ethics to the test of the Contemporary liberalism: R. Aron, J-Rawls, R-Nozick; V. Hayek; J-Habermas, T. Naughton, Nolan

UE9 – Statistics for the economy and the management – 36 hours – 4 ECTS

The main objectives of this EU are to acquire basic knowledge in descriptive statistics and in probability. The applications are bound to the economy and to the management.

- Introduction
- Descriptive Statistics: descriptive univariate statistics
- Descriptive Statistics: descriptive bi variate statistics and chronological series
- Probabilities: Definitions; conditioning; independence; random variables; laws of discrete probabilities; binomial law; Law of Poisson
- Normal law

UE10 – Management of information system – 36 hours – 6 ECTS

This EU aims at bringing to the students the knowledge of the main IT applications used in companies.

- Introduction
- Internet and the company
- Telecommunications; Information networks and development of the e-business
- Ethical and social Problems linked to the increasing role of information systems
- Conception and applications in the information systems of companies
- The audit of information systems
- The e-commerce

UE11 – Corporate culture (in English and French) – 51 hours – 6 ECTS

The purpose of this EU is to present the fundamental notions of the corporate culture.

- Introduction
- The determiners of the corporate culture: the history, the ethical value systems and the strategies adopted before by the company
- The role of the symbols, the faiths, the rites and the myths of the company
- The corporate culture and its impact on the performances of the company
- The corporate culture: ways and means of its transformation
- Identity and image of the company
- The Project of the company

UE12 – Computer science for management (in English and French) – 18 hours – 2 ECTS

The purpose of this EU is to present to the student the main computing tools used for the management of the company.

- Introduction
- The e-business
- CRM – Customer Relationship management
- Supply Chain Management
- ERP
- Knowledge Management
- Management of Human Ressources

SECOND YEAR PROGRAMME

SEMESTER 3

UE1- Philosophy – 36 hours – 4 ECTS

- Introduction
- Epistemology of sciences
- Metaphysics and philosophy
- Religion et tolerance
- Social and political philosophy: Hobbes, Locke, Hume, Kant, Rousseau, Tocqueville, etc.

UE2 – Accounting Principles (in English and French) – 51 hours – 6 ECTS

The purpose of this EU is to bring to the students the basic notions of the general accounting.

1st part

- Introduction
- The accounting cycle: sources; actors; synthesis documents (balance sheet and income statement)
- The differences: Accounting plan / IFRS
- The invoicing of purchases and sales
- Other purchases and external loads(responsibilities); the taxes and the taxes; personnel expenses
- Bills of exchange
- Fixed assets and financing of the investments

2nd part

- The amortizations: general principles
- Straight line depreciation and depreciation on a reducing balance
- The transfers of fixed assets
- The accounting treatment of stocks
- Reserves for depreciation of the titles and the transfers of the titles
- Synthesis on reserves for depreciation
- Contingency reserves and loads(responsibilities), regulated reserves
- The adjustments of loads and produced
- Consolidated financial statements
- Ethics and accounting business ethics

UE3 – Mathematics for the economy and management – 36 hours – 4 ECTS

This UE aims at allowing the student to deepen its knowledge in mathematics (functions of several variables, optimization, multiple complete works) and in statistics (Criterion of Pearson, test of Student, distributions of samplings, etc. ...).

=> Mathematics – 18 hours

- Introduction
- Whole series
- Linear differential Equations
- Functions of several variables
- Optimization: optimization without constraint and optimization under constraint
- Multiple complete works

=> Statistics - 18 hours

- Introduction

- The relation normal law, bi-normal law and law of Poisson
- The criterion of Pearson
- The test of Student
- Distributions of samplings: random distributions and discrete distributions
- The estimation
- The tests of hypotheses

UE4 – Principles of microeconomics – 51 hours – 6 ECTS

This UE has for object to bring to the students the main concepts and the tools of the microeconomic analysis.

- Introduction
- The theory of the consumer: substitution; utility; maximization of the income
- Analysis of the demand: individual demand of the consumer and the analysis of the elasticities
- Income and substitution effects: the lower normal and good properties
- Choice in situation of uncertainty: expected value and utility; attitude in front of risks
- Production: function of production and profit; short and long-term production; production costs
- Theory of the general balance
- Perfect competition
- Interventions on markets and their effects on the well-being
- Determination of the prices
- Theory of the oligopoly: analysis of the oligopoly; the various types of oligopolies; the monopolistic competition; the case of multinationals

UE5 – Languages – 56 hours – 6 ECTS

This UE contains the apprenticeship of 2 living languages:

- LV1 English - 36 hours – 4 ECTS (English formal courses – 24 hours ; English Tutorial classes– 12 hours)
- LV2: Arabic, Chinese, Dutch, French, German, Hungarian, Japanese, Portuguese, Russian, Spanish - 20 hours and 2 credits
- LV3 to choose (cf. LV2). Optional (Not counted in the school report)

UE6 –Business law (In English and French) – 18 hours – 2 ECTS

- Introduction
- The conception objectifies of the commercial law: commercial acts
- The subjective conception of the commercial law the storekeeper
- The notion of business and the operations bound to its activity
- The protection of the business

UE7 – Professional Project (In English and French) – 18 hours – 2 ECTS

This UE allows the student to develop its professional and personal project (PPPE) and of discovery of the company.

SEMESTER 4

UE7 – Accounting Principles II (in English and French) – 51 hours – 6 ECTS

The purpose of this UE is to deepen the knowledge of the accounting system, the accounting transactions made by the company, the consolidation of the accounts and the role of the financial analysis in the management of companies:

- Introduction
- Direct Costs stocks and hand of direct work
- Indirect costs: sharing of charges indirect
- Method of the complete cost: calculation of the cost price
- Method of the variable cost
- Method of the direct cost
- Budget management
- Gap analysis
- Ethics and accounting business ethics

UE8 – Principles of macroeconomy – 51 hours – 6 ECTS

This UE aims at bringing to the students a global approach of the concepts and the key tools of the macroeconomic analysis.

- Introduction
- 2 paradigms of the political economy: the Neo-classic and the Keynesian
- Production and factors of production
- Distribution of income
- Consumption, savings and investments

- The currency and the monetary creation
- The European currency and the European Central Bank
- Financing of the economy: the role of the credit and the capital markets and the role of the financial institutions
- Fluctuations and economic growth
- Economic policy of the State and Regions with a measure of autonomy
- International Trade
- The international monetary system

UE9 – Marketing Principles – 51 hours – 6 ECTS

The purpose of this EU is to offer to the students a presentation(display) of the main concepts and the tools of the marketing.

- Introduction
- Key Concepts of the marketing
- Information and marketing decisions
- Marketing Environment
- Strategic and marketing Planning
- Markets and purchasing behaviours of the consumers
- Conceive, develop and manage products
- Manager the logistic value chain
- Advertising, public relations and sales promotion
- Determination of the prices (prizes) and the applications of a strategy price(prize)
- Ethical and marketing

UE10 – Intercultural and ethical management of the affairs – 36 hours – 4 ECTS

This EU proposes to the students an approach linking the practice of the intercultural management and the ethics of the business.

- Introduction
- The theoretical frame of the intercultural management
- The intercultural management in practice: comparative analysis of the Anglo-Saxon, Germanic, Latin, Arab-Muslim, Indian cultural areas and quibbles
- The ethics of the affairs: foundations and practices
- Interculturality and ethics of the business'affairs): principles of analysis
- Interculturality and ethics of the business'affairs): case studies
- Interculturality and ethics of the business'affairs): a try(essay) of prospective

UE11 – Languages – 56 hours – 6 ECTS

- LV1 English - 36 hours – 4 ECTS (English formal courses – 24 hours; English Tutorial classes– 12 hours)
- LV2: Arabic, Chinese, Dutch, German, Hungarian, Japanese, Portuguese, Russian, Spanish, FLE (For the non-French-speaking students) - 20 hours and 2 credits (The students registered in L2 have to have already studied this language to the high school)
- LV3 to choose (cf. LV2). Optional (Not counted in the school report)

UE12 – Computer science - 18 hours – 2 ECTS

- Introduction
- The functions of Excel: the deepening
- Use the management tools of data
- Build dashboards
- Use indicators of follow-up and control

THIRD YEAR PROGRAMME

SEMESTER 5

UE1 – Social doctrine of the Church: an intercultural approach (In English and French) – 48 hours – 6 ECTS

The purpose of this EU is to bring to the students a global approach of the social doctrine of the Church (DSE), its anthropological, ethical and philosophic foundations in an intercultural prospect. This EU includes 2 courses of 24 hours and 3 ECTS each.

- Social doctrine of the Church: fundamental anthropology (in French) - 24 hours - 3 ECTS
- Introduction
- What the man? : The foundations of the Christian anthropology
- Freedom and responsibility: the enlightened consciousness
- How to make well?

- The moral discernment in situation of complexity Social doctrine of the Church: intercultural approach to the political, economic and social Ethics (in English) - 24 hours - 3 ECTS
- Introduction
- The principles of the social doctrine of the Church (DSE): from *Rerum Novarum* to *Caritas in veritat*
- The big themes of the DSE and their reception in the big cultural areas (Anglo-Saxon, Latin, Germanic culture, Asia, etc. ...)
- The DSE: a tool of discernment of the managerial and intercultural practices
- The DSE: a decision-making tool and the interculturality

UE2 – Compared business law (in English and French) – 54 hours – 6 ECTS

THE EU includes 3 courts: the one on the French law of companies (in French), the other one on the French and Anglo-Saxon compared business law (in English) and the last one on the European business law (in English).

=> Business Law (In French) - 18 hours – 2 ECTS

- Introduction
- The creation of societies
- Companies at unlimited risk
- The restructurings of companies
- The creation of the groups of companies

=> French and Anglo-Saxon compared business law - 18 hours – 2 ECTS

- Introduction
- The foundations of the French and Anglo-Saxon legal systems: civil code versus Common Law
- The organization of the jurisdictions of French and Anglo-Saxon affairs
- French Legal proceeding versus Law of Wrongs
- The contract law: comparison France/Anglo-Saxon Countries
- The jurisprudence on contracts and commercial disputes in the French business law and the Anglo-Saxon business law

=> European business law - 18 hours – 2 ECTS

- General Principles of the business law European
- The organization of the European business jurisdiction
- The European legal proceeding
- The European contract laws
- The European jurisprudence on contracts and commercial disputes

UE3 – International economy – 36 hours – 4 ECTS

- Introduction
- The international economic environment
- The role of the big economic blocks (NAFTA, European Union, Russia, India, China, Japan)
- The strategies of the multinational companies
- The forms of competition in the globalized economy
- Conflicts and sets of alliances between the big actors (States, multinationals) of the globalized economy; ethical aspects bound to the international economic rivalries.

UE4 – Global Finance – 51 hours – 6 credits

The purpose of this EU is to present to the students the fundamental notions concerning the role of financial markets and their impact on life and development of companies.

- Introduction
- The transnational dimension of the activity of companies and financial markets
- The role of financial markets
- Organization and functioning of financial markets
- The criteria of evaluation of companies
- The offer of financial markets to companies
- The impact of financial markets on the life and the development of companies
- The impact of the financial crisis of 2007/2008
- Perspectives and evolution of financial markets
- The risks and the drift of financial markets
- Impact on the modes of governance of companies; ethical aspects bound to the global finance

UE5 – Languages – 56 hours – 6 ECTS

- LV1 English - 36 hours – 4 ECTS (English formal courses – 24 hours; English Tutorial classes– 12 hours)
- LV2: Arabic, Chinese, Dutch, French, German, Hungarian, Japanese, Portuguese, Russian, Spanish - 20 hours and 2 credits
- LV3 to choose (cf. LV2). Optional (Not counted in the school report)

UE6 – French culture and civilization – 18 hours – 2 ECTS

The students choose one of the numerous courses proposed by the UCO. The non-Frenchspeaking students attend the class dispensed by the IDCE on " French culture and civilization ". This EU contains the participation in a course(price) of 18 hours corresponding to 2 ECTS.

SEMESTER 6

UE7 – Social doctrine of the Church: complementary approaches - 54 hours - 6ECTS

The EU 3-7 approaches additional aspects of the DSE at the theoretical and practical level through 3 courses: " the money and the economy: a Christian perspective ", " the ethics of the virtues in the Christian thought " and " entrepreneurship, leadership and decision-making: a Christian approach ".

1) The money and the economy: a Christian prospect - 18 hours - 2 ECTS

- Introduction
- The role of the money and the economy in the Bible
- The money and the economy through the Fathers of the Church
- The money and the economy: role and evolution of the Magistery
- The interpretations of the Magistery by the economists of Christian inspiration
- Christian Perspectives on the money and the economy

2) The ethics of the virtues and the Christian thought - 18 hours – 2 ECTS

- Introduction
- Aristote and the ethics of the virtues
- The inheritance of the virtues: the Greco-Latin inheritance and the contribution of the medieval thinkers (St Thomas d'Aquin)
- The influence of the Christian ethics of the virtues on the political, economic and social thought
- The Christian ethics of the virtues in the current world

3) Entrepreneurship, leadership and decision-making: a Christian approach – 18 Hours – 2 ECTS

- Introduction
 - The role of the entrepreneurship and the leader in the Christian thought
 - Collection of the common good
 - The decision-making: criteria and principles
 - The decision-making: case studies
 - The evolution of the entrepreneurship and the leadership: a Christian prospect
- During this last half-year, the students choose one of the two following options: international management or international finance. These two options are distributed in English language.

Each of these options includes 4 specialized credits (EU).

Option: International Management

The purpose of this option is to bring to the students a set of special educations on the international management and the company. It) includes 22 credits ECTS and 186 hours and TD in English language.

UE8 – The international environment of the business – 51 hours – 6ECTS

- Introduction
- Geopolitical, cultural and religious aspects
- Economic and financial Aspects
- Legal Aspects
- Fiscal Aspects
- Role of the economic policies of States and communities
- The competition: to where?
- The unfair competition: the forgery?
- The corruption, the bleaching and the circuits of the informal economy; ethical aspects
- Trends and perspectives

UE9 – International Marketing– 36 hours – 4 credits

- Introduction
- Objectives of the international marketing
- The study of international market

- The international marketing diagnosis
- The choice of an international marketing strategy
- The elaboration of the international marketing plan
- Implementation, control and performance appraisal, ethical aspects bound to the practice of the international management

UE10 – Management of the operations and Supply Chain Management– 48 hours – 6 ECTS

The purpose of this EU is to present a synthetic view of the concepts, the tools and steps bound to the management of the operations and the logistic supply chain (Supply Chain Management). This EU includes 2 courses of 24 hours and 3 ECTS each.

1) Management of the operation - 24 hours - 3 credits

- Strategy of the operations
- Conception of the product and the process of selection
- Quality management
- Statistical Control process
- Project management

2) Supply chain management - 24 hours – 3 credits

- Introduction
- Management of the operations and Supply Chain Management
- Methods of forecast
- Purchases, logistics
- Manager the inventory of Supply Chain
- Manager the production through Supply Chain
- Information systems and management of Supply Chain
- Lean production and Supply Chain

UE11 – International strategic management of the company – 51 hours – 6 ECTS

The purpose of this EU is to present to the students a global view(sight) of the concepts, the tools and steps(initiatives) of the international strategic management of the company.

- Introduction
- The tools of the strategic analysis
- The strategic decisions
- The corporate strategy
- The strategy business
- The implementation of the international strategy; ethical aspects
- The evaluation of the results

The option international management represents 186 hours and TD corresponding to 22 ECTS.

Option: International Finance

The purpose of this option is to bring to the students the concepts and the tools of understanding of the international finance of company. This option includes 4 EU specialized.

UE8 – Financial analysis of the company – 51 hours – 6 ECTS

- Introduction
- 1st part: The role of the stock exchange(grant) and the international financial markets in the financing of companies: the sources(springs) of the financing of companies (the self-financing, the bank loans or the fund raisings on financial markets) ; The listing of companies in stock exchange; the techniques of fund raisings on financial markets; the financial evaluation of companies; impact of the appeal to financial markets on life and development of companies. Ethical and social aspects
- 2nd part: elements of financial mathematics: calculations of rate of updating and capitalization; simple interests and compounds, evaluation of the loans; calculations of depreciation
- 3rd part: Financial analysis: growth of the company and the training of the result(profit); analysis of the CAF (FRENCH SOCIAL SECURITY OFFICE), the solvency and the liquidity; Static analysis of the balance sheet; analysis of the profitability and the role of the leverage; analysis by the ratios; dynamic analysis of the balance sheet: the funds statement; analysis of flows and liquid assets; method of the scores.

UE9 – International tax system compared of companies – 36 hours – 4 credits

This EU aims at offering to the students an analysis of the links between tax system, competitiveness of companies and attractiveness of countries.

- Introduction
- The nature of the links between competitiveness of companies and tax system
- The impact of the tax system on the choices of location of companies

- Fiscal Competition between States and attractiveness of countries and territories
- Examples of good fiscal policies
- How make attractive to companies its fiscal policy? Ethical and social aspects

UE10 – Accounting compared to the French and Anglo-Saxon companies – 51 hours – 6 ECTS

This EU aims at analyzing in a comparative way the French and Anglo-Saxon approaches of the corporate accounting.

- Introduction
- The basic principles of the corporate accounting French and Anglo-Saxon
- The constitution of companies
- The affectation of the result
- The increase of the capital
- The industrial and commercial profits
- The income taxes
- The corporate tax

UE11 – International financial politics and strategy of the company – 51 hours – 6 ECTS

This EU aims at studying the international financial politics(policy) and the strategy of the company.

- Introduction
- The functioning of financial markets and the strategies of the investors
- The value creation
- The management of wallet(portfolio)
- The financial policy of the company
- The risk management
- The plan of investment and financing
- The nature of the links between finance and corporate strategy at the international level; ethical and social aspects

The international finance option represents 186 hours and TD corresponding to 22 ECTS.

UE12 – Professionalization

This UE includes:

- On one hand, la finalization and the presentation of the professional and personal project of the student (PPPE). The writing and the presentation of the final file contains apart in French and an another one in English. The students benefit from 8 hours of TD intended for the preparation and for the follow-up of the PPPE (1 ECTS) and 16 hours CM.
- On the other hand, the internship of application in a company (420 hours of internship). This internship gives rise to the writing and to the presentation of a written internship report (in French or in English according to the place of progress of the internship). The students benefit of 12 hours of TD for the preparation and the follow-up of the internship (1ECTS.)
- Total UE3-12 Professionalization: 24 hours (420 hours of internship), 2 ECTS