

IUT QUIMPER
UNIVERSITE DE BRETAGNE OCCIDENTALE

3rd-year BUSINESS PROGRAMME IN ENGLISH
Winter Term (1st September-31st January)

M1: Languages & International Culture

M1.1: English (4 ECTS)

Teaching of advanced English.

M1.2: (4 ECTS)

FLE (French)

Teaching of French, the level is adapted to the group of the students (beginners, advanced).

German

Teaching of Advanced German.

Spanish

Teaching of Advanced Spanish.

M1.3: Cross-cultural approach to business (North America & Asia) (2 ECTS)

The Exam is an Essay to be written in group

- Essay of 10-20 pages

- choose a country:

1st part: Describe the cultural differences between that country and yours (give 3 different cases)

2nd part: Describe the effects it has on International Business

M2: International Business environment

M2.1: International economic relations (2.5 ECTS)

Previous knowledge required : knowledge of general economics : students need to have taken a general economics course treating the major schools of economic thought, but also the main economic currents of the 20th century. They must be familiar with macro-economics (elements of national accounting) as they are reflected in elements such as GDP, revenue, expenses, exports, and imports.

Bachelor's degree program : The IER course in this program is based on the fundamental principles of international trade (the principle of comparative advantages, balance of payments, tools of protectionism).

M2.2: International Business Law (4 ECTS)

1) international contract law

Previous knowledge required : no previous coursework is required, but experience with legal documents will serve.

Bachelor's degree program : general principles of international trade law (definition and object, sources); contract law (operator principle and rules); international sales; selected aspects of international transport contracts.

2) International trade law :

Previous knowledge required : cf. contract law

Bachelor's degree program: the course first gives a general presentation of the framework of international trade (the main actors and rules) and then becomes more technical : study of international trade contracts (with particular attention to international sales contracts) ; an exposé of the guarantees which the law offers international trade operators for settlement of their claims (sureties and performance). Detailed presentation of the modes of litigation settlement. The course also explains some of the practical aspects of intra-community trade (competition, free circulation of merchandise, freedom of establishment and the unrestricted exchange of services within the European Union). No particular knowledge of law is expected of those taking this course, insofar as it includes a review of the main principles of contract law. It nonetheless requires a willingness to learn legal terms.

M2.3 :International Management (2.5 ECTS)

Bachelor's degree programme: (International development & the principles of Management)

- A review of the most important organizational theories
- A review of the international development of firms (English texts and case(s) study)
- An analysis of the impact of the management of the organisation on the international development of the firm.(English texts and case studies)
- The new concepts of internationalization and the development of the small and medium-sized enterprises in a global economy

M2.4 :International marketing (2.5 ECTS)

Previous knowledge required: previous study of marketing or sales techniques is recommended. Those who have not taken such courses should acquire the knowledge beforehand, by consulting for example a work of general marketing and sales techniques. It is indispensable for students to have oral and written mastery of the French language.

Main themes: The contemporary international environment and how companies respond to it.

- the foundations of international marketing and inter-cultural marketing.
- strategic international marketing.
- selection, study, and canvassing of foreign markets.
- international product policy.
- international pricing policy.
- international distribution (sales) policy.
- international communication policy.

Teaching methods

- lectures centering on theoretical, technical, cultural and ethical aspects of the subject.
- tutorials on managerial and operational aspects of the subject using case studies on existing companies and the application of principles to actual situations in various parties of the world

Evaluation

- an essay exam (first semester)
- a case study exam (second semester)
- oral presentations, attendance, and seriousness

M3: Specialized & Advanced studies in Business

M.3.1: Maritime economics (subject to slight changes) (1.5 ECTS)

1. Fishery and Aquaculture: Production and markets
2. Renewable Marine Energies
3. Marine pollution and Invasive species
4. Marine transportation and tourism

M.3.2 International Purchasing (1.5 ECTS)

M.3.3 :Advanced Management (2 ECTS)

Study of the environmental, cultural and political aspects and their impacts on the development of MNEs, impact of organisational choices on the internationalization of the firm
Use of the GEM report, Case Studies

M.3.4: Marketing and innovation (2 ECTS)

I - Introduction and overview

A) The concept of innovation

1. Invention & Innovation
2. The economic concept of innovation:
3. Innovation: influence of the political vision (and recommendations)

B) Innovation & marketing strategies:

A concept at the crossroads of: what is desirable to users, what is possible with technology, what is viable in the market-place?

II – Different types of innovations

A) The pathways to investigate when searching for good ideas

1. Product Innovation
2. Process Innovation
3. Positioning Innovation
4. Paradigm Innovation

B) The main characteristics of innovation and their relevant marketing strategy.

1. Technological innovation
2. Incremental innovation
3. Behavior innovation
4. Breakthrough innovation – disruptive

III - The co-evolution of Technology, Firms, and Markets

A) Innovation secrets

1. Uniqueness as a strategy
2. 7 Principles behind breakthrough success: case study “Steve Jobs and Apple’s Marketing success”

B) The relevance of marketing in the success of innovation

1. From the concept to product development
2. Product protection
3. Extending the marketing mix: the 3 added Ps

C) The strategy of open innovation

M.3.5 : Intellectual property law (1.5 ECTS)

I. Introduction to intellectual property

A) Overview

1. Origin and stakes of IP
2. International political trends and incentives
3. WIPO organization

B) The impact of IP

1. Impact on companies
2. Impact on economies

II. Copyrights & Related rights

A) Main principles

1. Works Protected by Copyright
2. Ownership and duration of copyrights

B) Rights Protected & Limitations on Rights

1. Economic rights
2. Moral rights
3. Transfer of Copyrights, Duration of Copyright

III. Industrial property rights

Main characteristics and protection

A) Trademarks

B) Industrial Designs

C) Patents

D) Geographical Indications

E) Protection of New Varieties of Plants

IV. IP strategy for companies

A) The strategic use of IP

1. IP rights are assets
2. Offensive and defensive strategies

B) Profiting from IP

1. Partnerships
2. Licensing
3. The specific case of open innovation

M.4: Optional

M4.1: Business Simulation Game (4 ECTS)

Markstrat is a simulation game based on marketing. Markstrat takes place in a partner university in Europe, at the end of January for one week.

M4.2: Work placement (12 ECTS)

It is possible to do a 12 weeks work placement during the 2nd semester (February to April), then students will have to write a report and present it in front of a jury in May. The student must search a placement by himself, but our office will help him.