

Modules Abstracts BIMI

BIMI SI

Consumer and Market BIMI: ULMI I06ZZ

This module is an introduction to and discovery of marketing, based on theory and case studies. The student is going to discover the basics of the consumer behavior and the various forms of marketing environment influences.

This module will also be the occasion to learn, to define and to study a market.

Marketing decisions – BIMI: ULMI I07ZZ

The Marketing decisions module aims to develop students' knowledge about the roles marketing play in an organization. This module enables students to manage the marketing cycle, to master the marketing concepts and the marketing mix tools and to elaborate a marketing offer (product, price, place, promotion).

Introduction to financial accounting: ULMI I05ZM

This module aims to initiate the student to financial accounting to enable it to understand and measure the result of the activity of the company through the following concepts: the balance sheet, its income statement, the link between the two, the accounting logic (organization of accounting, introduction to accounting entries to record the daily operations of the company).

MANAGEMENT RESPONSIBILITY REGULATIONS: BL IDR008

As there has always been a strong connection between law and economics, a complete, global understanding of business requires the future manager to acquire a good sense of the law and legal theory, as well as developing the ability to carry out basic legal analysis.

The main goal of this course is to enable students to integrate legal and business analysis when decision-making. Even though the students from the Bachelor Program in the main are not planning to become lawyers, they indeed should master the main legal tool used throughout the business world: the contract.

By studying the specific legal framework governing contracts, the student is actually actively preparing to take on management functions. Such functions at a minimum require basic negotiation skills, an ability to evaluate the strengths and weaknesses of a contract, as well as a realization of the obligations that arise out of a given contract. In addition to pure knowledge of contractual mechanisms and liabilities, the student shall use law as a risk-management tool. This is of fundamental importance in this day and age of constantly expanding laws, regulations, best (expected) practices and the resulting massive fines, loss of business and reputational damage that a business may suffer as a result of a legal violation. The legal methodology approach developed by the students in this course shall help them to identify and solve complex problems arising from an international context.

Digital Culture and communication: ULMI I04ZF

This course comes in support of communication courses. It addresses a range of office and basic digital communication tools allowing the student to work effectively from modern media available. The course is built with alternating techniques fundamental contributions, and practical work. Self-

assessments, will allow a closer fit to the needs of students. Additional contributions will be worked outside the classroom, from a platform or e- learning support for desktop tools.

Social responsibility projects: BLIET001

Labour law mediates the relationship between employees and employers. Understanding labor law is a management skill in itself. Each manager or employee must integrate the different problems to exercise his responsibility. A dynamic vision of labor law enables the understanding of this complex subject as a lever to regulate social relations inside a company and insure better individual and collective management of human resources.

After having described the legal framework of social relations in a company (1), this module will study individual relationships (2) and collective relations in the work place (3).

The educational objectives of this module are to:

- Acquire useful basics in labor law
- Understand the stakes and implementation problems within a company
- Be able to research and understand information as well as insure Legal Intelligence.

French Foreign Language and Culture

BIMI S2

SALES PROSPECTING:

This module aims at giving students an understanding of the roles of sales in the development of firms and more precisely the role of sales prospecting. The stakes associated with prospecting are presented along with the prospecting process and students learn to design a prospecting campaign. A practical understanding of sales prospecting is gained through a real life telephone prospecting campaign done for a partner company of the school.

Costs, margins and decisions: BLICP010

Courses of management accounting focuses on the concept of costs: definitions, calculations, interpretations, uses the information obtained. It treats about:

- Stocks
- Full cost or absorbing cost
- Breakeven point
- Variable cost (direct costing)
- Specific cost
- Decision making

Economic analysis for business: BLIEC008

The firm and the entrepreneur are the base unit of the economic activity and the firm lives, grows and interacts with the macroeconomics environment. So it is important to understand both the mechanisms /theories of macroeconomics and the market mechanisms i.e. microeconomics which are the core of the decisions of economic agents (consumers and producers).

This module focuses on the micro [Market-individual behaviors of consumers and producers] and the macroeconomic mechanisms [Growth, Money, Economic cycles and crises, Economic policies] which rules the business world.

Data analysis and statistics: BLIMQ005

With the development of internet and apps, individual behaviors are more and more recorded, converted into data and then analyzed and used for marketing and forecasting. The aim of this module is not to train data scientists, but for students to be aware that a lot of behaviors can be turned into figures. How to deal with this huge amount of figures? We focus on how to summarize data using statistical tools and charts. This is the opportunity to learn how to use Excel (tables, charts, database concepts).

Web Legal Environment and Digital Tools

We could not imagine a company without any link to internet. Usually not only a company has a website but also uses internet as a very useful instantaneous medium of communication. But as the Internet is global, a company has also to be careful as the risks are real (domain name disputes, image not respected and criminal behavior online...). Nevertheless, the internet is not lawless. There are regulations applying to the Internet, specifically on not and these regulations are modified and completed whenever new questions arise. The main goal of this course is to enable students thrive in the face of the internet. Not only a student has to recognize how important is to be protected individually but a company has to find the best ways to protect its business. By studying the specific legal framework governing the internet, the student should be able to understand the risks opened by the internet and to help a company to ensure that their websites comply with the varied and ever-changing requirements of law.

Serious Game: BLIST047

The students will have to manage a virtual company in 5 students' teams competing with each other in the same universe. They will have to manage the main functions of the company: finance, marketing, production, human resources.

The team will have to achieve the objectives given by the owners of the company. To do so, they need to consider the short, medium and long term imperatives. The competitive companies will be defined on the same criteria concerning their means. (Finance, marketing, human resources, production.). The teams will be coached by teachers all along the simulation. Specific production, decisions and strategy analysis will be delivered for each period. A final report will be produced and presented by each team at the end of the game.

Social responsibility projects: BL2ET002

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