

Modules Abstracts BIM2

BIM2 S1

Strategic marketing: BL2MA019

All markets today are dynamic. A winning strategy today may not prevail tomorrow. It might not even be relevant tomorrow. In this context what strategic alternatives should be considered by the companies? What assets and competencies, target segments, value propositions, and functional strategies? How to develop and launch new offerings? The objective of this course is to provide tools for understanding how marketers choose targets markets, position their market offerings, and develop a marketing mix.

INTERNATIONAL BUSINESS (international offer & international logistics): BL2A1029

This course propose a general overview of international trade and precisely tools to manage export activities. The students will learn to master the information sources and analytical tools essential to carry out international market studies; thus they must be able to structure the different steps they have to take, to make the export offer and to evaluate its costs in a changing environment. Understand international logistics and its role in the global economy. Identify tools and processes implemented in international logistics.

Financial planning: BL2FI001

This course provides a basic understanding of how to prepare a financial plan (budgeted financial statements). This course will also discuss some of the problems associated with budgeting along with "best practices" in budgeting (sales forecasting, optimal production program, supplying policy).

LEADERSHIP IN ACTION: BL2RH001

This course is about understanding and practicing leadership in a positive and supportive way in the organizations. The content is mainly based on the most recent and relevant research in positive psychology at work. The students will go through the objectives and tools of the positive leadership nowadays, in order to be able to grasp the multiple and changing faces of leading teams in more innovative and challenging organizations. The students will have the opportunity to question about their own strengths and build a personal program for developing a personal and clear leadership. Most of the course is operational. The working groups will take place in the Creatinov's project environment.

Financial accounting and analysis: BL2CP009

Module of accounting and financial analysis aims to complement the accounting concepts acquired and initiate students to the financial analysis. It treats about:

- understanding of basic accounting schemes and their recording
- mastering the process of elaboration of financial statements process
- study of the financial structure

- analysis of profitability
- ratios
- cash-flow management

Business Analytics BL2BU001

The course is a toolbox course oriented towards economics and management. What are the main quantitative tools for economics and management?

- Financial mathematics
- Univariate analysis
- Inferential statistics
- Methods of forecasting

Students are invited to practice via cases' study through Excel.

CREAT'INNOV: BL2AI031

It comes to solve a problem related to the international development of a company (TPE or SME). You will create it. It will be a virtual company (but somebody has a real one, welcome!), of course, but whose products will little by little take reality. Searching of the export problem will depend on the wording of a specific question relating to the opportunity to develop (or not) on international markets. Your project must be innovative, it must meet new needs of consumers or create new ones.

French Foreign Language and Culture

BIM2 S2

Basic modules

International Economics BL2EC009

After a brief introduction to the most known theories in international economics, the course will expose the modern operating of international economics. The balance of trade is explained to understand the quantitative links between countries (Exports, Imports, Investment). Then, the different trade policies and the role of the World Trade Organization are addressed. The particular case of the Eurozone will be studied with an important link to the news, and a focus on the Greek problem. To conclude, the informal organizations like G's will be tackled.

Human resources management: BL2RH002

This course is about understanding the purpose of human resource management and the main processes of this strategic function in a company. The content is mainly based on the most recent and relevant research in human resource management at work. The students will go through the objectives and tools of the main human resource processes, in order to be able to practice daily tools as a manager assistant or human resource assistant. «Talent management process», Job analysis, selection, recruitment, compensation and benefits, retention, motivation, training and development. The students will have the opportunity to practice the tools and method of the chosen processes in teams within the “Creatinov” project. Most of the course is operational.

MANAGEMENT OF THE ORGANIZATION: BL2MG001

This module aims at consolidating students' knowledge concerning the diversity of paradigms within organizational theory. New perspectives are especially regarded: stakeholder's theory (typology and attributes), organizational configurations (7 types of Mintzberg) and metaphors of organization (8 images of Morgan).

SERIOUS GAME: BL2EN001

This course is an opportunity to simulate the management of a firm in a highly competitive environment. Students, in a team of 5, manage a firm during 7 or 8 periods simulating 7 or 8 years. In each period, they have to realize an analysis of the results of the firm and take new decisions to improve the situation. We want students being able to:

- Understand links between marketing, finance, management, production, logistics,
- Use what has been learned before,
- Build and change a strategy,
- Take decisions,
- Work on a team.

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French Foreign Language and Culture

ELECTIVES MODULES

Services marketing: BL2MA020

As technology continues to evolve as never before, services dominates the expanding world economy. This course deals with the understanding of services particularities and develop skills in marketing and managing of services.

RISKS & PAYMENTS: BL2AI028

In this course we discuss about:

- The management of International commercial operations,
- The specific international transaction risks and adapted solutions,
- The different techniques of international payment and how to secure the transactions.

INTERNATIONAL BUSINESS NEGOTIATION: BL2AI030

In today's globalized economy, business people need to go beyond the domestic framework they were used to and learn to negotiate beyond borders. In that context, they need to have a good command of negotiation techniques as well as to understand the influence of culture on negotiation, how to overcome cultural obstacles and prepare for a negotiation with a foreign partner. This module addresses all three aspects while reviewing the fundamentals of negotiation.

Accounting techniques/ BL2CP011

Module of international accounting focuses on accounting treatments of some operations in IAS/IFRS and the comparison with French accounting.

MARKET STUDIES BIM2, 2 modules theoretical and practical: BL2MA015

This course aims to introduce the students to quantitative market studies. It is divided in 2 parts: a theoretical one and an empirical one which supposed to have followed first the theoretical part. This course gives a methodology of identification and resolution of marketing problems, based on conceptualization and experimentation. Indeed, drawing on the hypothesis-based, deductive method, students put into practice the principles introduced during lectures, through fieldwork based on a theme of their choice. They are introduced to the following elements: defining the issues, documentary research and proposal of some hypothesis, design of a questionnaire, statistical analysis and confirmation/disconfirmation of the hypothesis.

Accounting and financial practices: BL2FI005

This course focuses on the general management of the accounting and financial activity in firms. By gathering information and using financial tools and accounting rules, students will learn how to analyze a complex situation. Skills in financial accounting, calculation of margin and cost, financial budgeting and treasury management are necessary to master financial management function. The technical tools of financial diagnosis serve analytical purposes and prospective vision of firm.