

Abstracts BIM3

BIM3 S1

Basic modules

Corporate company project I

Companies expect managers to understand the complexity of environment and organizations and to work effectively in teams. The “CORPORATE COMPANY PROJECT” is designed to support and develop a global, comprehensive and multidisciplinary outlook of a real company. Working in small teams, during a year, students are asked to use knowledge provision, literature searches, interviews... in order to design company’s environment, organization and highlight practices in management, cross-cultural management, intrapreneurship, corporate social responsibility (CSR), business ethics.

New product development

New products are crucial to successful growth and increased profits in many organizations. Success depends on many factors – the size and growth rate of target market, whether or not the firm is a pioneer in the market or a follower, the relative advantages versus competition, the propensity of competitors to defend the market, the extent to which the product satisfies customers ‘perceived needs, the strategic similarity between competitors, the market concentration, the multimarket competition, whether or not the launching is pre-announced and so on. This course deals with these questions.

Project Financing

During this course, participants will learn about the key financial decisions modern corporations face, as well as the alternative methods that can be employed to optimize the value of the firm’s assets. The course develops methods and tools of decision making for the main elements of financial policy: investing (1) and financing (2). This course provides several topics for a 20-minute oral presentation. Students are required to work in groups for the assigned topic.

Elective modules

Auditing

Financial statements are elaborated by companies. Users of accounting information need assurance that they are reliable, so they wish information audited. This module aims to initiate the student to auditing, it explains and describes the audit function and the principles of the audit process.

E-marketing

Digital developments have redefined the boundaries of marketing. The e-marketing module aims to define the impact of digital tools on marketing practices, to introduce students to online communication and e-commerce development strategies.

Industrial Marketing

This module enables students to understand the industrial marketing process. This module explains how business markets differ from consumer markets and how marketers have to adjust their strategic and operational process.

Community manager

Community managers are in charge of the development and management of the presence of a brand or a company on Internet and drive social networks. It is one of the most growing jobs in marketing. The Community manager module aims to develop students' skills on writing content for the web, their knowledge of the methods to monitor the brand or company's e-reputation and of the tools to drive efficiently a web community.

Merchandising

This module enables students to learn the set of techniques to manage efficiently sales promotion and product lines in the distribution channel. It enables students to 1) identify the key aspects of merchandising 2) apply the techniques to a specific situation.

Story of the Design

Design history is linked to History. In this module students are expected to understand issues and debates related to design evolution. Now widely recognized as an applied art, design comes into any all aspects of life: interactive design transforms in depth creation jobs (architecture, scenography, museography, object design, fashion and communication) while design management is a revolution for prototyping and for consumer behavior (functional economy, servitization).

E.Logistics

The development of e-commerce has led to new logistical challenges for logistics organizations. To retain e-consumers increasingly demanding with evolving changing consumption patterns, industry players must develop optimized distribution patterns and efficient information systems.

Histoire des idées politiques et économiques (taught in French)

L'objectif de ce cours est d'aider les étudiants à mieux décrypter l'actualité politique et économique et à comprendre quelles sont les grandes idées qui ont structuré les sociétés occidentales. Pour ce faire, leur seront présentés un certain nombre de courants de pensée politique et économique qui ont forgé notre conception du monde depuis le XVIIIème siècle : libéralismes politique et économique, socialismes, keynésianisme, anarchisme, nationalismes. La présentation de ces grandes idéologies sera l'occasion de s'interroger sur ce que signifient des concepts comme la liberté, l'égalité, la démocratie, l'État, la nation.

Dans l'optique de rendre ces idées vivantes, une pédagogie interactive sera mise en œuvre.

The aim of this course is to help students to understand their political and economic environment and to know the main ideas that have structured our Western societies since the XVIII century. Different schools of thoughts will be presented like political and economic liberalisms, socialisms, Keynesianism, anarchism and nationalisms. The presentation of these different ideologies will be an opportunity to ask ourselves on the meaning of concepts such as freedom, equality, democracy, the state, the nation.

In order to make these ideas alive, interactive teaching will be implemented.

French Foreign Language and Culture

BIM3 S2

Basic modules

Corporate company project 2

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Website development

Since Arpanet, the net strongly evolved. At the beginning the net is a tool intended for the communication. Present day, we are in front the most important media of our society, who’s the international trade benefits greatly via the tools of the e-commerce. Through this module, students will learn about web tools, In particular, the codes (HTML, CSS and the PHP), the software such as the role of browsers (Netscape, Explorer, Firefox...) but, also, the net tools for the media and graphic development such as the flash, and the extensions (.mp3, .mpeg4, .png, .gif...). It will also be a question of understanding the functioning of the various tools that allowed the evolution of web communication: e-mail, Content Management System, URL, IP... The Web is a showcase for all economic activities. This module will allow the student to understand the technology behind web communication, and to anticipate the evolutions as part of e-commerce.

Strategy and international development:

Going international is today an unavoidable decision to many firms. Nonetheless, conquering foreign markets is not an easy task. It is a strategic decision that requires the use of valuable rare resources. Mastering international business techniques is becoming hence essential to most firms. To gain in new markets, the company has to deal successfully with new economic players. Acquiring knowledge on how to approach these new actors, how to deal with cultural, legal and institutional differences,

and how to run an international business unit is the most efficient way for firms to get success in their international deals.

Elective modules

International transport:

This course will offer an insight into the legal framework governing the international carriage of goods. It will explore the applicable legal regimes in form of international transport conventions, national law, standard form contracts and standard conditions and their potential for conflict, particularly in the multimodal context. With the development of containerization multimodal transport has grown exponentially, yet the legal framework is based on a piecemeal of unimodal conventions. The resulting legal landscape is complex and requires a thorough overview over all the regimes and their interaction. To successfully navigate the complex legal terrain of international transportation, risk management must be a priority.

Web Workshop

This module is the knowledge application of the module Website development. The purpose of this module is to apply the knowledge in web development. The students will have to implement the various codes of Web such as HTML5, CSS3 and the database management with the PHP. The goal of this module is, firstly to show that the Web development requires a rigor in the coding. The technology behind Web site is not complicated but required an organization between developers, graphic designers and commercial, and ease of use for users. The second goals of this module is for the students to develop specific web site for the e-commerce. So, the students will more be able to understand the stakes in the e-commerce and to anticipate the technical evolutions of the web development.

Real estate development:

Real estate is fundamental to everything we do: we need property to live in, to work in and for our leisure. Learning how to effectively manage property is the goal of this course. Property management cover areas such as real estate economics, valuation and development, property law, property investment and much more. This course will explore property management techniques, and study the marketing and sales of properties. Learn about the real estate development process and review the associated legal and taxation issues.

Geopolitics- BIM3

Geopolitics connects two greek terms: Geo and politikos. "Geo" refers to earth, territory whereas "politikos" refers to the city-state: how people manage to live together. Geopolitics tries to understand how geography, history, economics, culture shape a population, a state, a society. Studying geopolitics is a way to better understand the contemporary crises, not to stay on a superficial understanding by finding their deep roots. This class will be very interactive using debates, videos and case study.

Culture and Food

"Tell me what you eat and I will tell you what you are." is the famous aphorism by Brillat-Savarin. To discover food of a region or country is a first step to understand the culture and interactions between people and nature. Food is a comprehensive key to introduce culture and business, and to explore innovative opportunities. Last, food is an important business from local agriculture to international markets.

Geography and industry

In a globalized world, the places of production are not always the places of consumption. This new space strategy of the economy requires the installation of new organizations. The course aims to allow a better apprehension of all these evolutions.

Tax Optimization & Globalization

French Foreign Language and Culture