

INTERNATIONAL LAW (ESCALE 2 OUVERTURE)
6 credits ECTS

INTERNATIONAL LAW

UNIVERSITE : BBS/VBS

CODIFICATION ECTS : BMGDR026

RESUME DU COURS

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. Beginning with a basic comprehension of the applicable rules, by the end of the course, the student will be able to carry out a practical interpretation of such rules and apply them to a given situation. Both as part of the legal universe and beyond it, the student will become familiar with the logic of the law, which nowadays permeates so many facets of any organization's day-to-day activities.

RESUME DU COURS EN ANGLAIS :

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OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Even though the students from in a Business School 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.

In order to develop these skills, students should be able to :

- Read and understand a legal document
- Identify and well-draft the potentially problematic contractual clauses
- Identify and neutralize the different situations that could lead to a legal risk for the company

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INTERNATIONAL BUSINESS (ESCALE 2 OUVERTURE)
6 crédits ECTS

INTERNATIONAL BUSINESS

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMGAI020

RESUME DU COURS

C'est un cours d'introduction aux concepts et pratiques des affaires internationales. Les motifs, challenges et modalités d'internationalisation de l'entreprise sont présentés et discutés. Les approches d'évaluation des opportunités et risques de l'environnement international et leurs impacts sur l'élaboration et la mise en oeuvre d'une stratégie d'expansion internationale seront également présentés et appliqués à travers des simulations et cas pratiques.

RESUME DU COURS EN ANGLAIS :

This is an introductory course to international business. the motives, challenges and modalities of international business are discussed from theoretical and practical standpoints. The international environment related risks and opportunities are highlighted. Their relative impacts on the firm's international business strategy design and implementation are also detailed and illustrated by real cases.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Cerner les mécanismes des affaires internationales
Etre informé sur les motifs et les défis des affaires internationales
Maîtriser certaines techniques d'analyse de l'environnement international des affaires
Se familiariser avec les notions de base et les étapes de la conception et la mise en oeuvre d'une stratégie internationale

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

Cern international business mechanisms
Be informed about international business motives and challenges
Learn about the some analysis approaches to handle international environment's issues
Learn about the basics and the steps of the design and implementation of the international business strategy

**INTERNATIONAL MARKETING (ESCALE 2 OUVERTURE)
6 crédits ECTS**

INTERNATIONAL MARKETING (MG)

UNIVERSITE : BBS/VBS

CODIFICATION ECTS : BMGMA064

RESUME DU COURS

C'est un cours d'introduction et d'appréhension des concepts et pratiques du marketing international. Le cours introduit les concepts classiques en marketing tels que les 4P, le comportement de consommateur, la marque, la satisfaction, etc et les discute dans le contexte d'un marché international.

RESUME DU COURS EN ANGLAIS :

The aim of this course is to discuss the concepts and practices of international marketing. The basic concepts of marketing such for instance the 4P, consumer behavior, brand, customer satisfaction are presented and their related practices discussed within the framework of the international market

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Se renseigner sur les notions clés de marketing international
Différencier marketing local du marketing international
Découvrir et maîtriser certaines pratiques du marketing international
Devenir capable de développer une offre à l'international

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

Learn about the basics of international marketing
Draw the line between local and international marketing
Master some international marketing practices
Learn how to design an international offering

ECONOMIC ANALYSIS AND STRATEGIES (SEMESTRE D'OUVERTURE) 6 crédits ECTS

ECONOMIC ANALYSIS AND STRATEGIES

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BL3EC002

RESUME DU COURS

Le cours est construit de manière à alterner les problématiques plutôt microéconomiques et celles plutôt macroéconomiques. Pour chaque thème traité, les enseignants démarrent par une séance d'1h30 plutôt dédiée aux concepts théoriques clés. Ces séances aboutissent à lever des questions clés sur lesquelles les étudiants vont travailler individuellement ou collectivement, en vue de préparer la séance suivante axée davantage sur la pratique : exercices ou de débats sur les questions posées. Le cours débute sur des aspects microéconomiques : stratégies concurrentielles et économie de l'environnement et des ressources. Puis, ce sont des questions davantage macroéconomiques qui sont abordées (économie du travail, politique budgétaire, monnaie et économie internationale). Le cours sera alors fortement illustré par l'actualité économique et pourra être enrichi de cas d'études dépendants des nationalités des participants. Enfin, les derniers thèmes seront abordés sous un angle microéconomique, pour automatiser la mobilisation des outils de l'économie pour l'analyse des faits plus ou moins économiques. Le module se termine par un exposé où les étudiants devront analyser un fait ou une situation imposé sous l'angle économique.

RESUME DU COURS EN ANGLAIS :

The course is constructed to alternate microeconomic and macroeconomic issues for each topic, professors start with a session of 1:30 rather dedicated to key theoretical concepts. These sessions lead to raise key issues on which students will work individually or collectively, to prepare for next session. This second session on the topic is more dedicated to practical work: exercises or debates on questions asked. The course starts on microeconomic aspects: Competitive strategies and environmental economics and resources. Then, issues addressed are more macroeconomic (labor economics, fiscal policy, monetary and international economics). The course will be illustrated by economic news and will be enriched with case studies according to nationalities of participants. Finally, the last topics will be discussed from a microeconomic perspective, to make students using the economic tools to analyze the varying economic facts. The module ends with a presentation where the students will analyze a fact or situation imposed with an economic perspective.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Les objectifs du cours sont les suivants :

- Aborder les grandes questions économiques d'un point de vue théorique et mettre en pratiques ces connaissances dans l'analyse des faits économiques contemporains.
- Apprendre à raisonner en économiste, même sur des questions moins « économiques » à première vue.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

The course objectives are:

- to address major economic issues from a theoretical point of view and to put in practice this knowledge in the analysis of contemporary economic facts.
- Learn to think like an Economist, even on everyday life issues.

ETHICS MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY
6 crédits ECTS

ETHICS MANAGEMENT AND CORPORATE SOCIAL RESPONSABILITY

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMGDR029

RESUME DU COURS

RESUME DU COURS EN ANGLAIS :

This course is designed to provide students with an overview of certain chosen global business and related legal ethics issues from a comparative perspective, mainly highlighting the differences (as well as notable similarities and convergence) between the US and European systems of doing business in an ethical fashion. The material is organized around a series of topics that will introduce students to those ethical and social issues that they are most likely to encounter in transnational business in multinational corporations, national and international professional services/accounting firms, investment banks and other institutional investors like venture capital or private equity funds, and even local businesses that export or have business dealings abroad. In addition to substantive ethics and their related legal rules, the course considers various policy issues and theoretical questions raised by the comparisons between the US and Europe. As you may know, there has been an explosion over the past few years in both sensitivity to CSR (corporate social responsibility) matters and enforcement / investigations into business wrongdoing on many issues (especially corruption, bribery, insider trading and antitrust abuses which hurt consumers, investors and workers, among other societal stakeholders).

The course will build on this foundational overview of corporate ethical structures and functions by also examining the related legal aspects of corporate transactions, operations and governance, including the various duties and rules that regulate various actors and the mechanisms used to enforce those ethical rules and expectations. We will also examine larger regulatory environments that indirectly govern the conduct of certain business / corporate actors (directors, managers, employees, professional consultants, etc.) by encouraging or discouraging particular conduct.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

The course attempts to provide a mix of ethics theory and practice, involving as well the consideration of case studies to illustrate ethics (and ethical failures) in the “real business world”.