

**IUT QUIMPER**  
**UNIVERSITE DE BRETAGNE OCCIDENTALE**

3rd-year BUSINESS PROGRAMME IN ENGLISH  
**Winter Term (September-mid December)**

**UE1: Languages & International Culture**

**GMCI511: English (2 ECTS)**

Teaching of advanced English.

**GMCI512: (2 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.

**GMCI514: 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

**UE2: International Business environment**

**GMCI521: International economic relations (2 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 20<sup>th</sup> 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).

**GMCI522: International Business Law (2 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.

### **GMCI523: International Management (2 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

### **GMCI524: International marketing (2 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

### **GERA1: Advanced Management (4 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

## **GERA2: Communication/Public Event Organisation (2 ECTS)**

I. Definition

II. Methodology

I.a Use of an on-line collaborative tool such as Smartsheet or Excel

I.b Todolist and Gantt

I.c Retroplanning and budget

I.d Awareness points

III. Study case

## **GERA3: Intellectual property law (2 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

## **GERA4: Marketing and innovation (4 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**

## **GERA5: Social/Collaborative Skills (2 ECTS)**

### I. Definition

- Why is such a topic quite interesting these days ?
- What do we mean by social and collaborative skills ?
- Is this a skill ? A qualification ? A competence ?
- Is it useful in a professional environment ?

### II. Study cases

### III. Social skill development

Human principles

## **GERA6: Sustainable Development (3 ECTS)**

**Previous knowledge required:** no previous knowledge is required, but general knowledge about management will help.

**Teaching methods:** interactive lectures, slideshows, tests and short videos.

**Program:**

### **Introduction**

- What does “Sustainable Development” mean ?
- Different world visions.
- Local and global issues.
- The three pillars of sustainability and the Triple Bottom Line.

### **Sustainable Development challenges**

- Environmental challenges.
- Social challenges.
- Economic challenges.

### **Sustainability evaluation and management**

- The UN Sustainable Development Goals.
- The EU Sustainable Development indicator set.
- Monitoring GHG emissions for countries.
- Corporate standards and methods.
  - The Global reporting initiative.
  - Life Cycle Analysis.
  - Footprints: ecological, carbon, water, ...
  - Environmental and social labels.
- Is your lifestyle sustainable ?

### **Zoom on ...**

- Global warming: problems, public policies, corporate actions, individual initiatives.
- Sustainable Information Technology.
- International transportation: impacts, paradoxes, and impact management.

### **The student's corner**

- General contributions.
- If I were Sustainable Development Manager at ...

**Evaluation:** short written test (1/3) + oral presentations (the student's corner) (2/3).

## **GERA8: Business Negotiation (3 ECTS)**

In every work environment, getting new prospects and turning them into customers makes the business successful. The development of a business and the achievement of objectives are strongly impacted by the negotiation strategies used.

From B2C sales to end customers but also to B2B sales between companies and up to the company's internal negotiation, the strategy must be well chosen.

This module will allow students to understand the importance of negotiation as well as learn the theories behind it. Beyond theory, students will learn to apply the learned methods.

Practical scenarios, role plays and training sessions guarantee that students will learn for the long term.

| EVALUATION : Type     | Type Detail         | Weight |
|-----------------------|---------------------|--------|
| Group Evaluation      | Class participation | 40,00% |
| Individual Evaluation | Written exam – 1 h  | 60,00% |

### Session 1

**Topic :** The role of sales negotiation & Stakes and the procedure of a negotiation

**Format :** Lecture

**Time :** 3,00 h

#### Content

- What are negotiations (definitions and daily examples)
- Qualities to negotiate
- Issues, objectives and skill
- negotiation in a commercial / business context
- What are stakes (economic vs social)
- decision-making process and timetable
- The importance of discovery as a link with prospecting

### Session 2

**Topic :** First small role-plays and treating objections

**Format :** role-plays and lecture

**Time :** 3,00 h

#### Content

- examples of negotiation – role-plays
- What are objections
- How to identify and respond to objections
- the most typical objections in prospecting and negotiation

### Session 3

**Topic :** Case Study including the full negotiation process

**Format :** case study preparation and role- plays

**Time :** 3,00 h

#### Content

- Case Study Bag Affair
- Link to the motivation to create a company

### Session 4 a

**Topic :** Case Study including the full negotiation process

**Format :** case study preparation and role- plays

**Time :** 2,00 h

### Session 4 b

**Topic :** Exam

**Format :** written exam

**Time :** 1,00 h

## **GERA9: Marketing: Theoretical Vs Practical (3 ECTS)**

The objective of this module is to come back on the 3 pillars of a marketing strategy elaboration (segmentation, targeting, positioning). The Theory behind each pillar will be reviewed. Practical examples will be given, and Students will have the opportunity to reflect, and share point of views. A Theory vs. Practice debate will close each session.

The common theme of the 4 sessions will be the launch of an innovative drug to a population of

Veterinarians in Europe.

#### **SESSION #1**

**Topic:** Segmentation & Targeting

**Format:** Lecture, debate

**Time:** 3 hours

**Content:**

Segmentation & Targeting in theory

Practical example of a European segmentation of Veterinarians - From Market Research on 3 pilot countries to implementation in Europe

Theory vs. Practice

#### **SESSION #2**

**Topic:** Positioning

**Format:** Lecture, debate

**Time:** 3 hours

**Content:**

Positioning in theory

Practical example of a value proposition and a positioning of an innovative drug for each of the segments identified in session #1

Theory vs. Practice

#### **SESSION #3**

**Topic:** Marketing mix

**Format:** Lecture, debate

**Time:** 3 hours

**Content:**

The 4Ps in theory

Practical example of the launch in Europe of the drug seen in session #2

Theory vs. Practice

#### **SESSION #4**

**Topic:** Practical case & evaluation

**Format:** Group work

**Time:** 3 hours

**Content:**

Wrap-up of session #1-3

Evaluation

#### **EVALUATION**

Group participation - 40% (on all 4 sessions)

Individual evaluation - 60% (1h test during the last session)

## **Optional**

### **GERAOPT: 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.

### **GMCI63: Work placement (12 ECTS) - Spring term**

It is possible to do a 12 weeks work placement during the 2<sup>nd</sup> 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 look for a placement by himself, but our office will help him.