

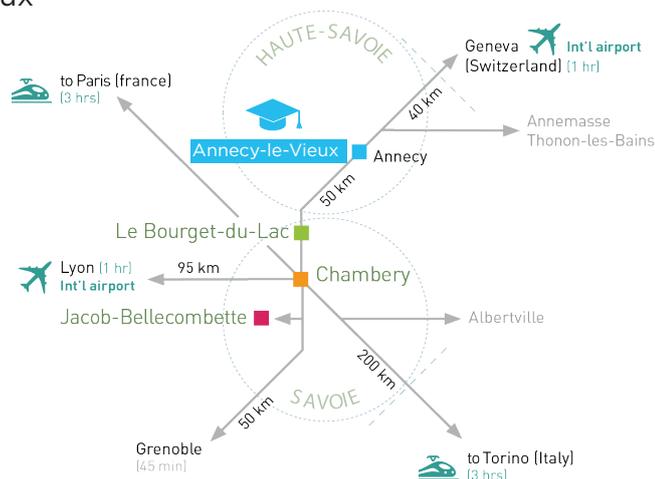
LEVEL OF EDUCATION

L1	L2	L3	M1	M2
BACHELOR			MASTER	

GENERAL PREREQUISITES

- Basic concepts of Marketing, Management, sales, organization behaviour, human resource management and statistics
- Proficiency in English required: 850 TOEIC or equivalent results
- Number of students: 30

LOCATION: Annecy-le-Vieux



PRESENTATION

- Within the context of the European harmonisation of higher education, students are given the opportunity to spend part of their studies abroad. Such a mobility is particularly relevant for management courses which prepare students for professional activities where English is often the main language.
- IAE offers courses in English, for regular and incoming students; so the latter can spend one semester in France without proof of proficiency in French.
- Courses of French as a foreign language are also available, in the late afternoon.
- This semester is proposed either for the incoming (foreign) students interested in spending about 5 months in France for studying management, either for students who want to follow a complete Master curriculum (2 years).

Objectives:

- To propose a full English environment to French and foreign students
- To deliver high level courses in management
- To create links between theoretical studies and the exercise of responsibilities in the business world

DURATION

- Term: Fall (starting late August, see below French as a Foreign language - Ending December). Courses will be delivered by blocks of one week, every two weeks.

OTHER INFORMATION

- Application: Mid-March – Mid-April



DETAILED LIST OF COURSES

ECONOMICS ANALYSIS • 5 ECTS

Course overview and aims:

- The aim of this course is to give students the economic tools needed to understand and analyse the world from an economic point of view.
- By using theories from various areas of economics (microeconomics, macroeconomics, labour economics, growth), the course searches to explain topical economic issues like unemployment, growth slowing-down, economic crisis, poverty, population migration, competition, energy shortage...

Number of hours:

- 20h

HUMAN RESOURCE MANAGEMENT • 5 ECTS

Course overview and aims:

- Organizations today face many challenges in the management of their human resources. Whether employees work in a big company or a small non-for-profit organization, those employees must be recruited, selected, trained and managed. They also must be compensated and many will be given benefits of some type.
- This course focuses on the core competencies, as identified by the leading HR associations, which are essential for current or future managers and staff specialists who wish to increase their effectiveness working directly with human resources in all types of organizations. The course introduces to intermediate concepts of human resources management.

Number of hours:

- 20h

INFORMATION SYSTEM • 5 ECTS

Course overview and aims:

- The aim of the ICT-Enabled Organisations course is to provide students with a grounded exploration of the fundamental role of technology in enabling commercial and industrial organisations to meet the challenges of the dynamic, globalised, post-industrial environment. The course builds on the foundation concepts and prior knowledge of organisational culture and structure, data management, the value chain, business stakeholders and the national and global marketplace. The course emphasises the new skills, visions, management innovations and paradigms that companies adopt in order to gain competitive advantage. The course deals with Information System as a key enabler of business strategies and processes.
- A further objective is for students to learn up-to-date technical, commercial and industrial terminology using correct English terms.

Number of hours:

- 20h

MARKETING RESEARCH • 5 ECTS

Course overview and aims:

- Designing a clever and efficient research project according to the research objectives and available resources.
- Reporting the results of the study to support marketing decisions makers.
- Understanding the tools (software) and the techniques (like sampling, statistics), needed for properly conducting research projects.

Number of hours:

- 20h



INTERNATIONAL PROJECT MANAGEMENT

• 5 ECTS

Course overview and aims:

- Project management has been proven to be the most effective method of delivering products within cost, schedule, and resource constraints. This course gives students the skills to ensure projects are completed on time and on budget while giving the user the product they expect. The students are given a strong knowledge of the basics of project management and should be able to use that knowledge effectively.
- The course goals are :
 - to acquire an understanding of the key terms, definitions, and concepts used in project management
 - to know history of project management and organizational implementation
 - to understand how implement effective project management practices : scope, schedule, budget and risks planning
- At the end of the course students are able to identify and manage the project scope, build a work breakdown structure, schedule the project, create the project budget, define and allocate resources, create a project plan to manage the project development, and identify and manage risks.

Number of hours:

- 20h

MARKETING MANAGEMENT

• 5 ECTS

Course overview and aims:

- One of the leading challenges facing many organisations is how to ensure their activities are customer focused. In fact, it is the role of marketing manager who has authority to develop and implement marketing strategy and plans. The marketing manager is responsible for deciding what products to sell, to whom, for what price, where, when and how. The course of Marketing Management is designed to provide knowledge, tools and techniques to develop such abilities. The programme of Marketing Management ensures an immersion in the core principles and concepts of marketing process and operational marketing. The course will provide an introduction to the basic aspects of marketing management and a broad range of topics will be considered during the session (refer the course content).
- The course goals are:
 - to acquire an understanding of the key terms, definitions, and concepts used in marketing management
 - to acquire a marketing strategy «toolbox»;
 - to be able to communicate and defend marketing recommendations

Number of hours:

- 20h

NEGOTIATION TECHNIQUES

• 5 ECTS

Course overview and aims:

- This course gives an introduction to some of the key mechanisms that characterise negotiations with a particular focus on the relationship between negotiation behaviour, dynamics and outcome. Students will learn in a practical environment using role plays and their interactive methods to gain a realistic knowledge of the skills involved in negotiating effectively. Each student will be expected to actively participate and demonstrate that they understand the subject matter and are able to offer adequate solutions to different negotiating scenarios.

Number of hours:

- 20h



FRENCH AS A FOREIGN LANGUAGE

Intensive course: 3 ECTS

- A one week intensive course is organised before the start of the semester (Aug 27th - Sep 3rd).
- International students from Université Savoie Mont Blanc will learn together and have sport and social activities.
- Four levels of proficiency: A1 - A2 - B1 - B2

Semester course: 3 ECTS

- During the semester (mid Sep - Dec), courses of French language will be delivered in the late afternoon for the international students of the campus.
- Four levels of proficiency: A1 - A2 - B1 - B2



CONTACT

For further further information, please contact:

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Annecy-le-Vieux



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