Syllabus

BMI 3 International Management (English track)

2022/2023

Version - 10 nov. 2022

BMI 3 - S1 International Management

RESEARCH METHODS

Yamen KOUBAA

Infos générales

Code du cours:	7001
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Yamen KOUBAA

Modalités pédagogiques Face à face 👥

Crédits 5 ECTS ⏱

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

An Introduction to reserach methods applied to business research

Students will learn about how to set a research topic, decide about a research issue, conduct a literature review, pose research hypotheses and explore quantitative and qualitative approaches of scientific research.

Prérequis

None

Approche pédagogique

Lectures, Practical assignements, Tutorship

RESEARCH METHODS

Yamen KOUBAA

Référence(s) recommandée(s)

() Hammond, M., (2012), Research Methods, Abingdon, Routledge. ,

() Waller, D.S., (2010), Designing and Managing a Research Project: A Business Student's Guide , London, Sage Publications. ,

() Howard, K., (2002), The Management of a Student Research Project, Farnham, Gower Publishing Ltd. ,

Séquences du cours

Introduction to research methodology

Academic and applied business research
The research topic
The research issue
Structure of a Research report
The literature review

Travail à effectuer pour la séance

Read and summarize a selection of scientific papers provided by the lecturer

Références

- Hammond, M., (2012), Research Methods, Abingdon, Routledge.,

RESEARCH METHODS

Yamen KOUBAA

Hypotheses and hypotheses testing

The hypothesis in academic research

Typology of hypotheses

Introduction to the qualitative/ quantitative approach of hypotheses testing

Guidance on writing research notes

Travail à effectuer pour la séance

Make a synthesis of a selection of papers provided by the lecturer and pose hypotheses

Références

- Waller, D.S., (2010), Designing and Managing a Research Project: A Business Student's Guide , London, Sage Publications.,

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 1 - To search, categorize and exploit data from the environment and from the company to make operational decisions / Chercher, trier et exploiter l'information par rapport à l'environnement et à l'entreprise pour faire des choix opérationnels
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 2 - To decrypt balance power within the internal and external environment / Décrypter les rapports de force entre l'entreprise et chacun des acteurs de l'environnement
- CG 05 - To master and use remote work tools and methods / Utiliser les outils numériques et les méthodes de travail à distance / LO 01 - To use the web to gather data and conduct competitive analyses / Utiliser le web pour alimenter la veille informationnelle et concurrentielle / 1 - To find and categorize online data / Identifier les sources numériques d'informations et faire le tri des informations en vue de les exploiter
- CG 05 - To master and use remote work tools and methods / Utiliser les outils numériques et les méthodes de travail à distance / LO 01 - To use the web to gather data and conduct competitive analyses / Utiliser le web pour alimenter la veille informationnelle et concurrentielle / 2 - To list online information sources / Identifier les sources numériques d'informations

RESEARCH METHODS

Yamen KOUBAA

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Objectif(s) pédagogique(s)

- Students should be able upon completion of this course to compile an academic thesis on a specific business issue as per the requirements of the bachelor thesis manule of the school

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Terminal	**100%**	Epreuve/Dissertation/Etude de cas à livres fermés		

INTERNET OF THINGS AND BLOCKCHAIN

Mame GNINGUE

Infos générales

Code du cours: 7002
Année académique: 2022/2023
Niveau / semestre: SEMESTRE
                                               D'AUTOMNE
Campus: Campus du Havre
Langue: English (en)
Responsable de cours: Mame GNINGUE

Modalités pédagogiques   Face à face 👥
Crédits   5 ECTS ⏱

Charge de travail

Face à Face: 30h
Jeux Sérieux: 0h
Distance Learning: 0h
eLearning: 0h
Homework: 70h
Apprentissage par la pratique: 0h
E-Learning: 0h

Enseignants délivrant le cours

- Professor 002

Description du cours

Supply chains are network of independent organizations, which work together to create and deliver value for final customer in a dynamic environnment. To cope with this dynamic environment and to enhance the competitiveness the companies are applying newl technologies such as the Internet of Things (IoT), cloud computing, business analytics, artificial intelligence, machine learning, and Blockchain technology.
Internet of Things and Blockchain are used to manage decentralized supply chains and to increase the effectiveness and efficiency of supply chains. The objective of this course is to develop these two concepts from a managerial point of view.
This course aims at learning how to build solving problems strategies and acquiring critical thinking. Students must be capable of in-depth, logical reflection and demonstrate critical reasoning in order to offer the most suitable response to a problem by identifying and integrating all of the interrelationships between the different implied elements.

Prérequis

None

Approche pédagogique

A.   Class Discussion During the class, students must actively participate in the discussions about theoretical concepts and examples, giving their motivated opinion.
They also have to get involved in analysing and solving the case studies presented and discussed in class. An active contribution from students will enrich the pedagogical process, providing additional information on the issues presented and

discussed in class.

B.   Lectures The main part of class is the lectures provided by the professor. During the class the students can ask questions about the issues presented in the course.

C.   Readings To prepare for each session, students have to read the course material, case studies and/or book chapters indicated as obligatory reading. They will also have to finalise the required homework and to hand it in at the specified deadline.

INTERNET OF THINGS AND BLOCKCHAIN

Mame GNINGUE

Référence(s) recommandée(s)

Rejeb, A., Keogh, J. G., & Treiblmaier, H. (2019) Leveraging the internet of things and blockchain technology in supply chain management ,11(7), page 161, 2019ème,Future Internet

Jayaraman, R., Salah, K., & King, N. (2019) Improving opportunities in healthcare supply chain processes via the internet of things and blockchain technology ,14(2), pages 49-65, 2019ème,International Journal of Healthcare Information Systems and Informatics

Bhushan, B., Sahoo, C., Sinha, P., & Khamparia, A. (2021) Unification of Blockchain and Internet of Things): requirements, working model, challenges and future directions ,27(1), pages 55-90, 2021ème,Wireless Networks

Khan, M., Imtiaz, S., Parvaiz, G. S., Hussain, A., & Bae, J. (2021) Integration of Internet-of-Things With Blockchain Technology to Enhance Humanitarian Logistics Performance ,21(2), pages 25422-25436, 2021ère,IEEE Access

Ali, M. S., Vecchio, M., Pincheira, M., Dolui, K., Antonelli, F., & Rehmani, M. H. (2018) Applications of blockchains in the Internet of Things: A comprehensive survey ,21(2), pages 1676-1717, 2018ère,IEEE Communications Surveys & Tutorials

Fernández-Caramés, T. M., & Fraga-Lamas, P. (2018) A Review on the Use of Blockchain for the Internet of Things ,6, pages 32979-33001, 2018ème,IEEE Access

Khattak, H. A., Tehreem, K., Almogren, A., Ameer, Z., Din, I. U., & Adnan, M. (2020) Dynamic pricing in industrial internet of things: Blockchain application for energy management in smart cities ,14(2), pages 49-65, 2020ème,Journal of Information Security and Applications

INTERNET OF THINGS AND BLOCKCHAIN

Mame GNINGUE

Pal, K. (2020) Internet of things and blockchain technology in apparel manufacturing supply chain data management ,170, pages 450-457, 2020ème,Procedia Computer Science

Chen, F., Xiao, Z., Cui, L., Lin, Q., Li, J., & Yu, S. (2020) Blockchain for Internet of things applications: A review and open issues ,102839, 2020ème,Journal of Network and Computer Applications

Ge, C., Liu, Z., & Fang, L. (2020) A blockchain based decentralized data security mechanism for the Internet of Things ,141, Pages 1-9, 2020ère,Journal of Parallel and Distributed Computing

Référence(s) complémentaire(s)

Manyika, J., Chui, M., Bisson, P., Woetzel, J., Dobbs, R., Bughin, J., & Aharon, D. (2015) The Internet of Things: Mapping the value beyond the hype. ,

Bashir, I. (2017) Mastering blockchain ,Packt Publishing Ltd

Christopher, M. (2016) Logistics & supply chain management ,Pearson UK

INTERNET OF THINGS AND BLOCKCHAIN

Mame GNINGUE

Atour Taghiour (2012) Supply Chain Management: Coordination of Operations Planning: Decentralized approaches ,Lambert

Séquences du cours

Supply chain management, coordination and integration 1/2

- Introduction to Supply Chain Management (SCM)
- SCM stages of development

Travail à effectuer pour la séance

Read Christopher, M. Logistics & supply chain management p 1-106 Pearson UK (2016)

Supply chain management, coordination and integration 2/2

- Planning and control of SCM

- Sustainability of SCM

- Business examples: best case practices in SCM

Travail à effectuer pour la séance

Read Atour Taghiour Supply Chain Management: Coordination of Operations Planning: Decentralized Approaches pages 1-100 Lambert 978-3659225826 (2012)

Supply chain mapping for improving the process Decentralized suppy chain planning 1/2

- Complexities of modern SCM
- Decentralized vs centralized approach

Travail à effectuer pour la séance

Read Atour Taghiour Supply Chain Management: Coordination of Operations Planning: Decentralized

Approaches Lambert 978-3659225826 (2012)

Supply chain mapping for improving the process Decentralized suppy chain planning 2/2

- Decentralized decision-making in SCM

- Digitalization of SCM

Travail à effectuer pour la séance

Read Atour Taghiour Supply Chain Management: Coordination of Operations Planning: Decentralized Approaches Lambert 978-3659225826 (2012)
TEST

Internet of Things and Its Application in Supply Chains 1/2

- Introduction to IoT

- Main development tendencies

- Current maturity and application scope

Travail à effectuer pour la séance

Read Rejeb A., Keogh JG. & Treiblmaier H. Leveraging the internet of things and blockchain technology in supply chain management Future Internet 11(7), 161 (2019)

Internet of Things and Its Application in Supply Chains 2/2

- Trends with the digitalization of SCM

- Implications of IoT in SCM digitalization

Travail à effectuer pour la séance

Read Rejeb A., Keogh JG. & Treiblmaier H. Leveraging the internet of things and blockchain technology in supply chain management Future Internet 11(7), 161 (2019)

Blockchain technology, concepts and principles

- Introduction to Blockchain Technology (BT)

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- Historical emergence of BT

- Efficiency and transparency through BT

Travail à effectuer pour la séance

Read Rejeb A., Keogh JG. & Treiblmaier H. Leveraging the internet of things and blockchain technology in supply chain management Future Internet 11(7), 161 (2019)

MID-TERM EXAM

Travail à effectuer pour la séance

Blockchain technology, concepts and principles in decentralized supply chain

- Implications of BT in SCM digitalization

- Application scope: Smart contracts and transparency

Travail à effectuer pour la séance

Read Rejeb A., Keogh JG. & Treiblmaier H. Leveraging the internet of things and blockchain technology in supply chain management Future Internet 11(7), 161 (2019)

Combining IoT with Blockchain Technology

- Opportunities and challenges of IoT and BT

- Successful stories of IoT and BT application in SCM (business examples)

Travail à effectuer pour la séance

Read Rejeb A., Keogh JG. & Treiblmaier H. Leveraging the internet of things and blockchain technology in supply chain management Future Internet 11(7), 161 (2019)

FINAL EXAM

INTERNET OF THINGS AND BLOCKCHAIN

Mame GNINGUE

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 1 - To search, categorize and exploit data from the environment and from the company to make operational decisions / Chercher, trier et exploiter l'information par rapport à l'environnement et à l'entreprise pour faire des choix opérationnels
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 2 - To decrypt balance power within the internal and external environment / Décrypter les rapports de force entre l'entreprise et chacun des acteurs de l'environnement

Objectif(s) pédagogique(s)

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**20%**	Interrogation Ecrite		
Contrôle Continu	**20%**	Interrogation Ecrite		
Contrôle Terminal	**60%**	Examen écrit		

MARKETING MANAGEMENT

Wided BATAT

Infos générales

Code du cours:	7003
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Wided BATAT

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

Marketing is the business function that draws the majority of public scrutiny and concern with regard to internationalization and the course should give students a sense of the complexity of international decision making as well as provide them with frameworks to help make relevant decisions in the global context. This course provides an overview of the main international marketing management contemporary concepts and practices.

Students will learn how to scan the environment, perform market studies, evaluate buyer and consumer behaviour, launch new products, and choose a coherent marketing mix strategy in a very diverse environment. In addition, the international marketing course is designed to 'open your eyes' to the implications of marketing decisions and to give students 'new angles' from which to view behaviour one may have taken for granted. Particular emphasis will be made on the following issues:
Business models and globalization, strategies for low-income countries vs high-income ones, marketing at the bottom of the pyramid, international branding, service, sustainability and marketing integrity in an international setting.

Prérequis

None

Approche pédagogique

International Marketing discussions and assignments will

address relationship marketing with both organizational customers at global level. This course will be delivered through a mix of lectures, mini-cases, and hands-on exercises. In each week a conceptual/theoretical lecture will be given first, followed by a hands-on exercise in the lab.

MARKETING MANAGEMENT

Wided BATAT

Référence(s) recommandée(s)

Czinkota, M. & Ronkainen, I. (2012) International Marketing New York ,South-Western College Publishing

Baack,D; W., Harris, E. & Baack, D.E. (2012) International Marketing [Hardcover] , Sage Publications (CA)

Séquences du cours

Creating value in an international setting

- Internationalization:opportunities and complexity

- Strategizing in market and non-market environments

Travail à effectuer pour la séance

Readings

Yoder S., Visich J.K., Rustambekov E. (2016). Lessons learned from international expansion failures and successes. Business Horizons, 59, 233-243

case Wal-Mart in Germany

The international marketing practice

- Culture and customer behaviour

- Adaptation of the marketing process

Travail à effectuer pour la séance

Readings

Talhelm, T., Zhang, X., Oishi, S. (2018). Moving chairs in Starbucks: Observational studies find

rice-wheat cultural differences in daily life in China. Science Advances, 4 (4), 1-9

The international competitive advantage

- Competitive advantage and value in an international environment

- Going international or not?

Travail à effectuer pour la séance

Readings

- Rosenzweig, P., (2007). Misunderstanding the nature of company performance: The halo effect and other business delusions. California Management Review, 49 (4), 6-20

Case Ferrero

Adaptation vs standardization : pros & cons

- Local, global, glocal

- The new international product lifecycle

Travail à effectuer pour la séance

Readings

- Le Monkhouse L., Barnes B.R., Hanh Pham, T.S. (2013). Measuring Confucian values among East Asian Consumers: a four countries study. Asia Pacific Business Review, 19 (3), 320-336

Case Nespresso

Does origin matter ?

Is the CoO dimension a distinctive advantage?

Case of geographical denominations

Travail à effectuer pour la séance

In-class practice

Marketing in economies in transition

What is an emerging country?

What are the key business characteristics of a fast-emerging country?

MARKETING MANAGEMENT

Wided BATAT

Travail à effectuer pour la séance

Readings

- Ubah, O., Ogundipe,T. (2020), Keeping pace with Africa's fast-changing competitive landscape, strategy + business, January 8.

Strategies for the base of the pyramid

The B-o-P and exclusion from markets

Building B-o-P business models, not just products

Travail à effectuer pour la séance

In-class practice

Readings

- Prahalad, C.K., Hart, S.L., (2002), The fortune at the bottom of the pyramid, strategy+business, issue 26, 1-15

Is leapfrogging an option? – innovation and business in fast-emerging markets

Tahoma;color:black;mso-themecolor:text1" id="yui_3_17_2_1_1625143067609_183"> A typology of innovation in the fast-emerging countries context

Key factors to leapfrogging

Travail à effectuer pour la séance

Readings

- Martinez, A., Haddock, R. (2007). The flatbread factor, strategy +business, issue 46, 1-14

Case study

BKask: Financial technology innovation for emerging markets. HBP W17402

Emerging markets companies going global

EMNEs: the new giants

The emerging market to emerging market opportunities

Travail à effectuer pour la séance

Dawar, N. (2010). The emerging market to emerging market opportunity:

Are you ready to play? Ivey Business Journal, 74 (1), 1-2

Case study Mabe: Learning to be a multinational (B) HBP 9B15M121

Group work presentation and group assessments

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 03 - To design and deploy marketing and business action plans / Elaborer et mettre en œuvre un plan marketing et commercial de façon responsable / LO 02 - To monitor a business and marketing action plan / Gérer un plan marketing et commercial / 2 - To list and monitor marketing actions to meet the objectives and the deadlines set for them / Définir et gérer une liste d'actions marketing pour atteindre les objectifs préétablis dans les temps définis
- CG 03 - To design and deploy marketing and business action plans / Elaborer et mettre en œuvre un plan marketing et commercial de façon responsable / LO 02 - To monitor a business and marketing action plan / Gérer un plan marketing et commercial / 1 - To establish short term marketing and sales objectives / Définir des objectifs marketing et de vente à court et moyen terme

Objectif(s) pédagogique(s)

- Acquire a basic knowledge on the different theoretical and managerial approaches in International marketing and its implications on decision making at a global level.
- Understand the international marketing environment
- Understand how companies can produce effective international marketing strategies
- Understand and articulate International marketing challenges globally and locally
- Learn the foundation skills required to manage a competitive intelligence of a firm

Modalités d'évaluation

MARKETING MANAGEMENT

Wided BATAT

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**	Epreuve/Dissertation/Etude de cas à livres ouverts	Oral (exposé, présentation de poster...)	Rapport
Contrôle Terminal	**60%**	Travail de groupe	Jeu de rôle	Oral (exposé, présentation de poster...)

INTERNATIONAL FINANCE

Romdhane taher HAMZA

Infos générales

Code du cours:	7004
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Romdhane taher HAMZA

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Intervenant 01

Description du cours

Thecourse is to provide students basic knowledge of internationaltrade, logistics/purchasing operation and business strategies. The main topics consist of trade betweencountries, globalisation of the world economy, digital economy,logistics operation, market

competition and generic competitive strategies.

At the end of the course, students are able to understand/analyse flows of goods between countries; factors facilitating goods exchanged; to understand the important role of logistics operations in global trade, the trends of digitalisation and globalisation IInternational business principles to integrate

Prérequis

None

Approche pédagogique

Lecture-based inputs and case studies

INTERNATIONAL FINANCE

Romdhane taher HAMZA

Référence(s) recommandée(s)

(2020) Exporter, International Business ,Edition Foucher

(2020) Incoterms ,ICC publication

Martin Christopher (2011) Logistics and supply chain management ,Pearson

Référence(s) complémentaire(s)

() Le moniteur du commerce international ,Revue Le MOCI

Sherlock, J and Reuvid, J ((2004) The Handbook of International Trade ,GMB: London

Séquences du cours

Introduction « Globalisation & International trade agreements »

- Globalisation of the world economy
- Evolution of international trade

INTERNATIONAL FINANCE

Romdhane taher HAMZA

- Factors
facilitating international trade
- Exploitation
of trade data

Travail à effectuer pour la séance

General constraints in international business

- International business law
- logistics
- customs
- change risk
- norms

Travail à effectuer pour la séance

Prospection : "from export diagnostic to sales strategies"

- strategic prospective analysis
- operational prospection , competition review
- company's export diagnostic
- export marketing strategy
- budget / projection
- validation & actions plan

International negotiation – cultural aspects…

- preparation
- getting in touch with procurement people
- presentation
- discovering customer's needs
- argumentation & conclusion
- follow-up

Incoterms 2010 & 2020

who's paying what in international transactions ... the incoterms

INTERNATIONAL FINANCE

Romdhane taher HAMZA

2010 version will be detailed

2020 latest version too

International contracts & business documentation

what's the main clauses in both following contracts :

- international sales contract

- international distribution contract

business documentation (invoice, letter of transport, certificates of origin, ...)

Customs clearance - Customs organization

International payments

- international means of payment

- international technics of payment (documentary collection, stand-by letter, factoring...)

- focusing on Documentary credit

International Risk Management

Detailing all risks when selling goods

detailing all risks when buying goods

how to manage international risks in companies nowadays

Partnerships in international business & export states' supports

looking at all export state supports provided to companies (i.e. business France)

Objectifs pédagogiques et modes d'évaluation

A.O.L.

• CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 1 - To search, categorize and exploit data from the environment and from the company to make operational decisions / Chercher, trier et exploiter l'information par rapport à l'environnement et à l'entreprise pour faire des choix opérationnels

INTERNATIONAL FINANCE

Romdhane taher HAMZA

Objectif(s) pédagogique(s)

- On completion of this module students should be able to:
- Understand Economic theories of international trade
- Undestand how businesses can benefit from international trade

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**	Test à choix multiple - QCM		
Contrôle Terminal	**60%**	Exament à livres fermés		

GEOPOLITICS

Amandine LARE

Infos générales

Code du cours:	7005
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Amandine LARE

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Vincent SAMSON

Description du cours

Since the Fall of the Berlin Wall, the so-called Liberal World Economy has translated into one single word : Globalisation, which is supposed to increase global wealth for the benefit of all. ISSUES: (i) Do current conflicts originate from purely economic logic or do they find their roots in the balance of power between major powers ? (ii) What economic impacts do they generate for domestic and transnational companies? (iii) How do Development /Economic Prosperity – Geopolitical Balance of Power – Stabillity/Social Well Being , interact ? (iv) In this context of globalisation, what are the territory dimensions of strategic behaviours by its actors?

Prérequis

Approche pédagogique

Class time will be devoted to lectures by the instructor, in-class exercises linked to lectures, discussions on readings. In addition, students are expected to read the recommended chapters and articles and to solve the exercises related to each session. The course material (slides and exercises) is available to student through school extranet.

GEOPOLITICS

Amandine LARE

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Référence(s) recommandée(s)

() www.nytimes.com ,

() The Washington Post (US) : www.washingtonpost.com ,

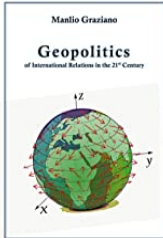() The Christian Science Monitor (US) : www.csmonitor.com/ ,

() The Moscow Times (Russia) : www.themoscowtimes.com/ ,

() Daily News Brief of Council on Foreign Relations ,

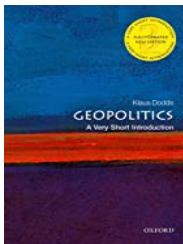() www.cfr.org/about/newsletters/latest_daily_news_brief.html ; - Op-Eds of Council on Foreign Relations : ,

GEOPOLITICS

Amandine LARE

Grazianio M. (2020) Geopolitics of International Relations in the 21st Century ,Ebook Kindle

() The Guardian (UK) ,

Klaus Dodds (2019) Geopolitics, A Very Short Introduction ,3rd Edition[ème],Oxford University Press

Séquences du cours

Introduction to the key concepts and main definitions to identify all the facets covered by the discipline of geopolitics, with particular emphasis on the dynamic interaction between geopolitics and economic-financial market forces.

Presentation of case studies by group to be
carried out

Travail à effectuer pour la séance

Identification
of key sources available on the net + methodology to cross-reference and verify
information related to political science and geopolitics

GEOPOLITICS

Amandine LARE

Dominant Theories and Currents of Thought in Historical and Contemporary Geopolitics

Reflection
and group discussions on the main ideological structures of modern geopolitics.

Travail à effectuer pour la séance

Synthesis
of several extracts from reference collections

The toolbox of geopolitical analysis.

Multidisciplinary views on several essential
points (resource geography, demography, history, etc.).

Travail à effectuer pour la séance

Each
of the multidisciplinary viewpoints will be addressed through the use of texts
and cases.

Applying the toolbox through illustration and practice Crossed views in three dimensions: how to develop a critical look to understand what geopolitics is for in tomorrow's world

 For
illustrative and non-exhaustive purposes:

- Belt &
Road Initiative and the planned vision of a sinocentric world...

- The Trump Administration / Legacy: Make America (still) Great (Again)!

- Brexit and
the European Union: the (real) end of a geopolitical utopia with a vocation

- The climate and its disruption: political stakes and stakes for civilisaton.

GEOPOLITICS

Amandine LARE

Travail à effectuer pour la séance

Reading
selected articles

Workshop for the presentation of students' work and cross reflection with other groups

Selection
of geopolitical themes with an established pre-list and the possibility of
having chosen subjects that will have been previously validated in previous
sessions by the teacher.

Travail à effectuer pour la séance

Various
sources chosen and argued by the students.

Critical approach to the selection of references

Continuation of the work initiated in sessions 4 and 5 with presentations by working groups with a dynamic session where each group is criticized in an interactive debate.

Presentation with PPT or video support
Possible construction of original computer graphics

Travail à effectuer pour la séance

Preparing
group presentations

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 04 - To perform team works at local and international levels / Travailler en équipe en

GEOPOLITICS

Amandine LARE

- local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 02 - To perform duties in a responsible and efficient manner / Conduire ses activités de façon efficace et responsable / 2 - To question own and company's choices and practices in light of ethical conducts / Questionner les pratiques de son entreprise et ses propres pratiques au regard de la responsabilité éthique et sociétale
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 2 - To be open-minded and accept differents thinking patterns / Faire preuve d'ouverture et de capacité d'écoute à d'autres modèles de pensée

Objectif(s) pédagogique(s)

- Upon completing this course, students will be able to: • to decode political and economic stakes in the world of today and to apply them to the concrete situation of one actor in particular (an organisation, a territory, etc.); • to be able to express in writing or orally thoughts and analyses instead of opinions; • to develop a geopolitical analysis on a variety of topics • to work in a team and compare analyses, not opinions • Cultural knowledge of other areas in the world

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**	Oral (exposé, présentation de poster…)		
Contrôle Terminal	**60%**	Examen à livres ouverts		

MULTICULTURAL MANAGEMENT

Diana SANTISTEVAN

Infos générales

Code du cours:	7006
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Diana SANTISTEVAN

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

In today's international and ultra-globalized environment, it is essential to prepare future managers to work effectively by developing cultural sensitivity and multicultural skills. This course provides students with the theoretical and practical knowledge to recognize the role of culture in the functioning of individuals and teams and the existence of cultural differences in the conduct and management of international businesses. It equips students with effective intercultural skills to be aware of, anticipate and solve problems resulting from these cultural issues.

Prérequis

None

Approche pédagogique

This course uses flipped teaching and other teaching styles: Information is provided or is searched outside of class hours. The course itself is devoted to activities such as application of learning, analysis, evaluation, debate and discussion. The teacher's role is to guide the student reliable sources of information. The student's role is to learn independently and proactively. The student should be able to read, analyze, and share knowledge learned independently or in groups.

MULTICULTURAL MANAGEMENT

Diana SANTISTEVAN

Référence(s) recommandée(s)

Thomas, D. C., & Peterson, M. F (2016) Cross-cultural management: Essential concepts ,Sage Publications

Ghemawat, P (2016) Distance still matters–the hard reality of global expansion ,HBS Publishing Corporation

Earley, P. C., & Mosakowski, E. (2004) Cultural intelligence ,Harvard business review,

Wang, J. (2008) A Cross-cultural Study of Daily Communication between Chinese and American -- From the Perspective of High Context and Low Context ,Asian Social Science

Trompenaars, A. M. R., & Woolliams, P. (2011) Lost in Translation: ignorance of differing cultural reactions to failure can stunt your company's growth. ,Harvard Business Review

Taiye Selasi (2015) Don't ask where I'm from, ask where I'm a local ,Ted talks

Hugh Evans (2016) What does it mean to be a citizen of the world? ,Ted talks

MULTICULTURAL MANAGEMENT

Diana SANTISTEVAN

Lera Boroditsky (2018) How language shapes the way we think ,Ted talks

Erin Meyer (2018) The Culture Map: a video extract ,INSEAD Alumni

Browaeys and Price (2019) Understanding Cross-cultural Management ,Pearson

Karjalainen, H (2020) A Successful Cross-Cultural Manager ,Centrale des Cas et Médias Pédagogiques (CCMP)

Adam, H., Obodaru, O., Lu, J. G., Maddux, W., & Galinsky, A. (2018) How living abroad helps you develop a clearer sense of self ,Harvard Business Review

Santistevan, D & Rozay, E (2011) Sysecor: An American Expat in Paris ,Editions EMS

Référence(s) complémentaire(s)

MULTICULTURAL MANAGEMENT

Diana SANTISTEVAN

Thomas, D. C., & Inkson, K (2017) Cultural Intelligence: Surviving and Thriving in the Global Village ,Berrett-Koehler Publishers.

Meyer, E (2015) The Culture Map ,PublicAffairs

Hofstede, G., Hofstede, G.J., & Minkov, M (2010) Cultures and Organizations: Software of the Mind ,McGraw-Hill Education.

Livermore, D. (2015) Leading with Cultural Intelligence ,AMACOM.

Séquences du cours

Introduction to cross-cultural management

- What is culture?
- How is culture formed and transmitted
- The different levels of behaviour (universal, culture and personality).
- The different layers of culture (implicit, explicit/artefacts, values& norms, basic assumptions).
- Why cultures differ and persist
- Intercultural interactions and inherent challenges

Travail à effectuer pour la séance

- Read Chapter 1, Browlaeys and Price and answer questions
- Read article: cultural intelligence

- Complete auto-diagnostic using the CQ test in Earley and Mosakowski

Dimensions of Culture

- Cultural dimensions' models and their limitations
- Hofstede's dimensions and their impact on behaviour
- Applying dimensions to daily international life
- Case Study or debate

Travail à effectuer pour la séance

- Read Chapter 2, Browlaeys and Price

Barriers to and facilitators of intercultural interactions

- Self-Reference Criterion
- Stereotypes, prejudice, and discrimination
- Cultural distance
- Ethnocentrism and xenocentrism
- Cosmopolitanism

Travail à effectuer pour la séance

- Read article: Distance still matters
- In small groups, find a video clip (film, series, commercial) that shows one of concepts above and analyze the clip in class.

Cultural Identity

- Social identity and intergroup relation
- Acculturation and culture change
- Situated identity and cultural oscillation

Travail à effectuer pour la séance

- Watch videos
- In small groups, discuss video content, and contrast with personal experiences of identity, acculturation, and oscillation.
- Read chapters 3 & 4 of Browlaeys and Price. Choose a country to study further and present in class.

MULTICULTURAL MANAGEMENT

Diana SANTISTEVAN

Intercultural Communication

- Intercultural
  communication models
    - Hall's Analysis
    - Meyer's Analysis
- Languages
  and culture reciprocal influences
- Verbal,
  non-verbal communication across cultures
- Intercultural communication capability (ICC)

Travail à effectuer pour la séance

- Watch videos
- Read chapters 13 of Browlaeys and Price

Working in an international environment

- The nature of teams
- Global Teams
- Developing intercultural competences

Travail à effectuer pour la séance

- Read Chapter 14 of Browlaeys and Price

Expatriation

- What
  is a successful expatriation?
- The role of time
- Culture shock
- The
  determinants of expatriates' adjustment

Travail à effectuer pour la séance

- Case Study: True stories from the EM Normandie Vault!
- Case Study: The expat dilemma

MULTICULTURAL MANAGEMENT

Diana SANTISTEVAN

- Consider your integration into a new country for your future studies.
- Prepare an expatriate contract
- Present your integration plan to the class

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 1 - To decrypt the codes of a foreign culture / Décrypter les codes d'une autre culture

Objectif(s) pédagogique(s)

- Explain the nature and challenges of multicultural teams
- Explain the concept and distinguish the different levels of culture
- Analyze their own and other cultures using established culture analysis models
- Analyze the impact of culture on human behavior
- Identify the underlying mechanisms to intercultural interactions and discuss their impact
- Demonstrate cultural intelligence in situations of intercultural interaction

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**20%**	Travail de groupe		
Contrôle Continu	**20%**	Implication - Participation		
Contrôle Terminal	**60%**	Rapport écrit et oral		

BUSINESS ENGLISH

Irina CIROVIC

Infos générales

Code du cours:	COPY_COPY_COPY_COPY_2021_BAC30BL17002021_BAC30BL1720_1612792716964_1617089687658_1637745731401_1666367581402
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Irina CIROVIC

Modalités pédagogiques	Face à face
Crédits	0 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	50h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course is the intermediate English language course for daily and professional communication. Topics include basic vocabulary, grammar, phonetic and communication skills as well as cultural awareness tips necessary for daily interaction and work in a multicultural professional context.

The objective of this course is to provide students with professional language skills and working knowledge of English. Students will work on key business skills and topics, acquire everyday vocabulary and grammar structures and improve their cultural awareness. They will be able to apply what they learn in role-playing and other activities that stimulate oral and written communication.

Prérequis

ENGLISH CEFRL B1/B2

Approche pédagogique

Class Discussion: Students are encouraged to learn actively and cooperatively in pairs and small groups. Students will regularly role-play and simulate in groups or pairs.
Lectures: Class sessions will include explanations, video shows, discussions and debates, and presentations of related topics and current issues related to the course content. In addition, teachers will be asked to share with students their experiences and encourage learners' open-mindedness while comparing the target culture with their own.
Readings: This is the responsibility of all students. Students should read relevant textbook chapters and complete exercises before class. They should be prepared to use the new language elements in class discussions and role plays.

BUSINESS ENGLISH

Irina CIROVIC

Référence(s) recommandée(s)

Allison, J. Emmerson, J. Taunend, J. (2016) The Business. Upper-Intermediate ,Macmillan

Séquences du cours

Unit 1

Building a Career. The education business.

Scanning for Reading.
Education and Career Vocabulary. Career Stages. Action Verbs.
Describing your Background. Tense Review.

Time Prepositions. Writing CV and CL.

Social Network Profiles.
Interviews. Giving Reasons. Dealing with Advanced

Interview Questions.

Travail à effectuer pour la séance

Test: Grammar and Vocabulary

Unit 2

Information Systems and Communication. IT Terms.
Comparing Solutions and Getting Help.
Telephone Skills

Writing Memos. Memo Structure. Examples.

BUSINESS ENGLISH

Irina CIROVIC

Travail à effectuer pour la séance

MID-TERM EXAM: Case Study

Unit 3

Quality and Standards.
Passive Constructions. Causative Verbs.

Delivering Presentations.

Travail à effectuer pour la séance

Writing Reports.

Unit 4

The Project Team. Managing People and Projects.
Regulations, speculations and Habits. Coaching.

Travail à effectuer pour la séance

ASSIGNMENT: Case Study
PRESENTATION: CASE STUDY

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 1 - To decrypt the codes of a foreign culture /

BUSINESS ENGLISH

Irina CIROVIC

- Décrypter les codes d'une autre culture
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 2 - To be open-minded and accept differents thinking patterns / Faire preuve d'ouverture et de capacité d'écoute à d'autres modèles de pensée

Objectif(s) pédagogique(s)

- Connaissance KN1: avoir une bonne connaissance de la grammaire fondamentale et des structures syntaxiques KN2: maîtriser le vocabulaire fondamental à des fins académiques et professionnelles KN3: développer leurs connaissances de faire des affaires dans les pays anglophones Compétence SK1: prendre une part active aux discussions informelles et formelles dans un langage standard en donnant des descriptions claires, en exprimant des points de vue et en développant des arguments sans chercher beaucoup de mots SK2: rédiger des descriptions claires et détaillées, des essais et des rapports sur une variété de sujets liés à son domaine d'intérêt, en marquant la relation entre les idées dans un texte connecté clair, et en suivant les conventions établies du genre concerné SK3:comprendre et interagir avec un degré de fluidité et de spontanéité qui rend une interaction régulière avec des locuteurs natifs tout à fait possible et indépendante SK4: atteindre B2. 2 CECRL niveau en anglais

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**10%**	Interrogation Ecrite	Rapport	Test à choix multiple - QCM
Contrôle Continu	**10%**	Epreuve/Dissertation/Etude de cas à livres ouverts		
Contrôle Continu	**10%**	Oral (exposé, présentation de poster…)		
Contrôle Continu	**10%**	Oral (exposé, présentation de poster…)		
Contrôle Terminal	**60%**	Examen écrit		

CAREER PATH

Marielle LASSARAT

Infos générales

Code du cours:	7008
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Marielle LASSARAT

Modalités pédagogiques	Face à face
Crédits	2 ECTS

Charge de travail

Face à Face:	12h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	30h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Betty JOLY LE CREN

Description du cours

This course will allow each student to clarify his or her service offer, his or her assets, strengths and motivational levers, in order to find an internship in line with his or her personal and professional aspirations. He/she will validate his/her representation of a profession and its stakes by participating in professional workshops. He/she will build a strategy for finding an internship, and take ownership of the various recruitment processes in order to apply effectively.

Prérequis

NO

Approche pédagogique

Different pedagogical techniques, alternating a personality test, work in sub-groups, role-plays, metaphorical technique (tree of life), webinar, individual coaching....

CAREER PATH

Marielle LASSARAT

Référence(s) recommandée(s)

() Career Path Platform ,

() Job board Job teaser ,

() Job board Goinglobal ,

() Job Board Highered ,

CAREER PATH

Marielle LASSARAT

() MYCVFACTORY ,

Séquences du cours

To analyse his:her

To describe life line

To present a professional experience

To build their professional project

To develop networking approach

Personality test, pitch, service offer, networking, internship search methodology, recruitment interview,

o
Clarification of their competencies,
talents and motivations using the results of the personality test ASSESSFIRST
in order to be able to respond to a job interview

o
Improvement of their "personal
branding"

o
Developing a networking approach

o
Presentation of a clear professional
project and of their service offering

o
Using professional social networks

o   Recruitment

interviews

o
Méthodology to find an internship
or a job and to present an action plan

o
Validation of the CV, motivation
letter and linkedin profile

Travail à effectuer pour la séance

To pass the "Shape" and "Drive" Assessfirst tests

Assessfirst Test

To Identify their talents and axes for development through 20 personality traits
to appreciate their potential through 15 keys competencies
To understand their motivations

Travail à effectuer pour la séance

To pass Assessfirst Test
To attend the MYCVFactory webinar

to develop

To validate his/her CV , his/her cover letter and his/her LinkedIn Profile
To present their professional project
To pitch
to prepare their recruitment interview
To develop a methodology for searching an internship or/and job

Travail à effectuer pour la séance

To attend the "LinkedIn" webinar
To update his/her LinkedIn profile

CAREER PATH

Marielle LASSARAT

To bring a CV, a cover letter and a description of the internship offer

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 01 - To fulfill work duties in an evolving environment / Accomplir ses missions dans un contexte évolutif / 1 - To identify and perform own duties within a department / Déterminer son rôle dans le service pour identifier ses responsabilités et les exercer
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 01 - To fulfill work duties in an evolving environment / Accomplir ses missions dans un contexte évolutif / 2 - To identify the stakes of own's mission within the company for sake of autoevaluation / Décrypter les différents enjeux de son métier afin de les assimiler et s'autoévaluer
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance

Objectif(s) pédagogique(s)

- To clarify their skills and aspirations and know how to communicate them with the Assessfirst tool
- To get information by developing a network approach
- To explain their professional project
- To show their skills, talents, and personality with significant facts method
- To use social networks
- To draft his/her CV
- To succeed his/her recruitment interviews
- To develop a methodology for searching internship and/or work-study contract in order to succeed

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Terminal	**100%**	Rapport	Jeu de rôle	Exercices

BMI 3 - S1 International Management

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Infos générales

Code du cours:	COPY__2021_BAC308G17008011_1666354666611
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE D'AUTOMNE
Campus:	Campus du Havre
Langue:	English (en),Français (fr)
Responsable de cours:	Irina CIROVIC

Modalités pédagogiques   Face à face

Crédits   0 ECTS

Charge de travail

Face à Face:	15h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	35h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course is the intermediate
course of the French language for everyday and professional communication. Topics
covered include fundamental vocabulary, grammar, phonetic and communication
skills as well as cultural awareness
tips needed for everyday interaction and work in a multicultural professional
context.

The objective of this course is to provide
students with fundamental language skills for professional purposes and working
knowledge of French. Students will work on main business skills and topics,
acquire everyday vocabulary and grammar structures, and will enhance their cultural awareness.
They will be able to implement the acquired knowledge in roleplays and other activities
stimulating oral and written communication.

Prérequis

French CEFRL Level B1

Approche pédagogique

A. **Class Discussion** Students are encouraged to learn actively and cooperatively in pairs and small groups. Students will do regular roleplays and simulations in groups or pairs.

B. **Lectures** Class sessions will involve explanations, video shows, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, teachers will be invited to share with the students their experience and encourage the learners' open-mindedness while comparing the target culture with their own.

C. **Readings** This is the responsibility of all students. Students should read the relevant chapters of the textbooks and do exercises before class. They should be prepared to use the new language items in class discussions and in roleplays.

D. E-learning monitored by an Instructor

BMI 3 International Management (English track)

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Référence(s) recommandée(s)

Penfornis, J.-L. (2013) Affaires.com ,CLE International

() DELF B2 Prep Course ,Global Exam

Référence(s) complémentaire(s)

Grégoire, M. (2017) Grammaire Progressive du Français. Avancé ,CLE International

Miquel, C. (2018) Vocabulaire Progressif du Français. Avancé ,CLE International

Séquences du cours

Unit 1

Distinguishing different types of workers.

Describing a workday.

Grammar 1.1: Indirect Questions

Identifying et classifying different types of Companies.

Grammar 1.2: Articles and Pronouns.

Bank Services. Filing for a Loan. Business Correspondence.

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Grammar 1.3: Direct and Indirect Object Pronouns.

The role of the State. Idenfitying Resources.

Grammar 1.4: Passive Voice

Social Economy. Consumer Rights.

Grammar 1.5: Relative pronouns. Linking words

Travail à effectuer pour la séance

TEST: Writing a Complaint

Unit 2

Company Founders. Describing Background. Success Criteria.

Grammar 2.1: Past Tenses
Fundraising. Means of Funding.

Grammar 2.2: Indefinite, definite and partitive articles
Renting Premises. Persuasive Writing.

Grammar 2.3: Time Indicators
Describing et Comparing Companies.

Pronouns Y and EN
Starting a Company: Redtape

Grammar 2.4: Special Verbs in Present (spelling rules)

Travail à effectuer pour la séance

DELF Préparation Level B2

Unité 3

Work Contracts.

Grammar 3.1: Compound relative pronouns
Manager Profile. Job Offers.

Grammaire 3.2: Hypothesis with SI
Work Organisation. Corporate Culture.

Grammar 3.3: Future tenses
Meetings: attending, participating, chairing a meeting.

Writing minutes.

Grammar 3.4: Indefinite pronouns and adjectives.

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Resigning and Dismissing. Strikes.

Grammar 3.5: Subjunctive

Travail à effectuer pour la séance

DELF Préparation Level B2
PRESENTATION: COMPANY

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- LG 03 - To integrate well in an international environment / S'intégrer dans un environnement international / LO 02 - To understand cross-cultural stakes / Comprendre les enjeux multiculturels

Objectif(s) pédagogique(s)

- 1.3. Course Learning Outcomes Knowledge KN1: have good knowledge of fundamental grammar and syntactical structures KN2: master fundamental vocabulary for academic and professional purposes KN3: build up their knowledge of doing business in French-speaking countries Skills SK1: take an active part in informal and formal discussions in standard language giving clear descriptions, expressing viewpoints and developing arguments without much conspicuous searching for word SK2: write clear, detailed descriptions, essays and reports on a variety of subjects related to his/her field of interest, marking the relationship between ideas in clear connected text, and following established conventions of the genre concerned Competency AR understand and interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible and independent SD reach B2 CEFRL level in French

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**			
Contrôle Terminal	**60%**			

OPTIONAL LANGUAGE

Irina CIROVIC

Infos générales

Code du cours:
Année académique:
Niveau /
spécialité:
Campus:
Langue:
Responsable
du cours:

COPY_COPY_COPY_COPY_20212022_BAC3/22_14512/187668480/COPY_2021_BAC16/22055_BAC16/2/56702_14512/187/68700/COPY_2021_BAC16/20217045023_BAC16/057/45023_14512/187/73774_162406/140272_161899/3076927_144635/001851_1666/3676/25172

SEMESTRE D'AUTOMNE

Campus de Havre

Irina CIROVIC

| Modalités pédagogiques | Face à face |
| Crédits | 0 ECTS |

Charge de travail

Face à Face:	15h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	100h
Apprentissage par la pratique:	0h
E-Learning:	0h

Description du cours

The course aims to acquire and develop communication skills in the target language by working with a language instructor in small level groups

Prérequis

Based on CEFR Levels

Approche pédagogique

Courses adapted to each participant's level: workshops and work in groups (small and larger, in pairs or on an individual basis)

Séquences du cours

Beginners

Beginners : reading and spelling rules, numbers,
basic grammar and vocabulary, discovering culture, everyday life topics ; an elementary range
of language skills in order to use them in everyday basic communication

Travail à effectuer pour la séance

Dictations; describing pictures; role-plays, vocabulary and grammar tests

Intermediate

Intermediate : fundamental language items and skills for everyday and professional communication
(written and oral) ; skills for business ; fundamental language skills to be able
to discuss personal and professional subjects in a simple way

Travail à effectuer pour la séance

Oral presentations and role-plays; writing short essays

Advanced

Advanced : advanced language material for efficient and natural communication in everyday life and
in business ; sufficient language skills to be able to express oneself in a complex and natural way

Travail à effectuer pour la séance

Presentations and negotiations; essays, business correspondence; debates

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- LG 03 - To integrate well in an international environment / S'intégrer dans un environnement international / LO 01 - To be proficient in business English / Maîtriser l'anglais des affaires
- LG 04 - To perform team works at local and international levels / Travailler en équipe en local

OPTIONAL LANGUAGE

Irina CIROVIC

- et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 1 - To decrypt the codes of a foreign culture / Décrypter les codes d'une autre culture
- LG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 2 - To be open-minded and accept differents thinking patterns / Faire preuve d'ouverture et de capacité d'écoute à d'autres modèles de pensée
- LG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance

Objectif(s) pédagogique(s)

- Upon completing this course, students will be able to: Beginners : understand simple information, react and interact in basic exchanges in the target language Intermediate : communicate in a simple way on general and business subjects using the target language Advanced : understand relatively complex content in the target language and be able to discuss various topics in everyday life and in business in a natural way

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**100%**	Interrogation Ecrite	Examen oral	

Bachelor Thesis

Yamen KOUBAA

Infos générales

Code du cours:	7009
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Yamen KOUBAA

Modalités pédagogiques	Face à face
Crédits	10 ECTS

Charge de travail

Face à Face:	10h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	250h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

Prérequis

None

Référence(s) recommandée(s)

() Hammond, M., (2012), Research Methods, Abingdon, Routledge. ,

() Waller, D.S., (2010), Designing and Managing a Research Project: A Business Student's Guide , London, Sage Publications. ,

() Howard, K., (2002), The Management of a Student Research Project, Farnham, Gower Publishing Ltd. ,

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 1 - To search, categorize and exploit data from the environment and from the company to make operational decisions / Chercher, trier et exploiter l'information par rapport à l'environnement et à l'entreprise pour faire des choix opérationnels
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 2 - To decrypt balance power within the internal and external environment / Décrypter les rapports de force entre l'entreprise et chacun des acteurs de l'environnement
- CG 05 - To master and use remote work tools and methods / Utiliser les outils numériques et

Bachelor Thesis

Yamen KOUBAA

- les méthodes de travail à distance / LO 01 - To use the web to gather data and conduct competitive analyses / Utiliser le web pour alimenter la veille informationnelle et concurrentielle / 1 - To find and categorize online data / Identifier les sources numériques d'informations et faire le tri des informations en vue de les exploiter
- CG 05 - To master and use remote work tools and methods / Utiliser les outils numériques et les méthodes de travail à distance / LO 01 - To use the web to gather data and conduct competitive analyses / Utiliser le web pour alimenter la veille informationnelle et concurrentielle / 2 - To list online information sources / Identifier les sources numériques d'informations

Objectif(s) pédagogique(s)

- Students should compile an academic thesis on a specific management issue or business problem (thanks to a qualitative approach) with no required link with the internship

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Terminal	**100%**			

Business Game

Yamen KOUBAA

Infos générales

Code du cours:	7010
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Yamen KOUBAA

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

Simulation to make students in business and management situations.
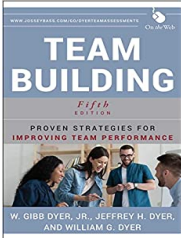
Prérequis

None

Approche pédagogique

Tutorial-based inputs

Business Game

Yamen KOUBAA

Référence(s) recommandée(s)

Dyer, W.G., Gibb-Dyer, W., Dyer, J.H., and Schein, E.H., (2013) Team Building: Proven Strategies for Improving Team Performance, Jossey-Bass; New York. ,5ème,

Séquences du cours

The Challenge will take the form of a team based project (2-3 weeks) dealing with a practical business problem submitted by a company. This challenge will be evaluated thanks to a 360° assement which will contain the following elements:

Leadership

Project management

Critical thinking

Team Building

Communication skills

The Challenge will take the form of a team based project (2-3 weeks) dealing with a practical business problem submitted by a company. This challenge will be evaluated thanks to a 360° assement which will contain the following elements:

Leadership

Project management

Critical thinking

Team Building

Communication skills

Objectifs pédagogiques et modes d'évaluation

Business Game

Yamen KOUBAA

A.O.L.

- CG 03 - To design and deploy marketing and business action plans / Elaborer et mettre en œuvre un plan marketing et commercial de façon responsable / LO 03 - To conduct business negotiations / Conduire une négociation commerciale / 2 - To approuve the deal and supervise the preparation of the order / Valider l'offre finale et superviser la préparation de la commande
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance
- CG 05 - To master and use remote work tools and methods / Utiliser les outils numériques et les méthodes de travail à distance / LO 03 - To work in a team at a remote basis / Travailler au sein d'une équipe à distance / 1 - To participate in a remote team work / Travailler au sein d'une équipe à distance

Objectif(s) pédagogique(s)

- On completion of this module students should be able to:
- Understand the importance of teamwork
- Understand how to comunicate effectively

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**	Travail de groupe		
Contrôle Terminal	**60%**	Oral (exposé, présentation de poster...)		

BUSINESS ENGLISH

Irina CIROVIC

Infos générales

Code du cours:	COPY_COPY_COPY_2021_BAC30BL27002021_BAC30BL2720_1612792715629_1617090877703_1637745731528_1666367601817
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Irina CIROVIC

Modalités pédagogiques	Face à face
Crédits	0 ECTS

Charge de travail

Face à Face:	36h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	45h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course is the intermediate English language course for daily and professional communication. Topics include basic vocabulary, grammar, phonetic and communication skills as well as cultural awareness tips necessary for daily interaction and work in a multicultural professional context.

The objective of this course is to provide students with professional language skills and working knowledge of English. Students will work on key business skills and topics, acquire everyday vocabulary and grammar structures and improve their cultural awareness. They will be able to apply what they learn in role-playing and other activities that stimulate oral and written communication.

Prérequis

CEFRL B1/B2

Approche pédagogique

A. Class Discussion: Students are encouraged to learn actively and cooperatively in pairs and small groups. Students will regularly role-play and simulate in groups or pairs.
B. Lectures: Class sessions will include explanations, video shows, discussions and debates, and presentations of related topics and current issues related to the course content. In addition, teachers will be invited to share with students their experiences and encourage learners' open-mindedness while comparing the target culture with their own.
C. Readings: This is the responsibility of all students. Students should read relevant textbook chapters

and complete exercises before class. They should be prepared to use the new language elements in class discussions and role plays.

BUSINESS ENGLISH

Irina CIROVIC

Référence(s) recommandée(s)

Allison, J. Emmerson, J. Taunend, J. (2016) The Business. Upper-Intermediate ,Macmillan

Référence(s) complémentaire(s)

Emmerson, P. (2010) Business Grammar Builder ,Macmillan

Emmerson, P. (2010) Business Vocabulary Builder ,Macmillan

Séquences du cours

Unit 5

Promotion. Viral Marketing. Marketing Mix.
Language of Persuasion. Dealing With Objections.
Mailshots and Sales Letters.
Case Study: Backchat Communications

Travail à effectuer pour la séance

TEST: Grammar and Marketing Vocabulary

BUSINESS ENGLISH

Irina CIROVIC

Unit 6

New Business. Self-financing. Funding.
Future Tenses. An executive Summary.
Presentation Skills: Taking Questions

Travail à effectuer pour la séance

MID-TERM EXAM: Case Study Angels or Demons

Unit 7

Finanical Control. Accounting.
Financial Documents and Regulations.Enabling and Preventing.

Cause and Effect. Ability. Articles. Communication in Meetings. Writing Minutes.

Travail à effectuer pour la séance

ASSIGNMENT: Your Own Start-Ups (business plan)
PRESENTATIONS

Unit 8

Fair Trade vs. Free Trade. Contracts. Corporate Ethics.
Negotiating and Compromises.

Travail à effectuer pour la séance

Debates.

BUSINESS ENGLISH

Irina CIROVIC

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 1 - To decrypt the codes of a foreign culture / Décrypter les codes d'une autre culture
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 2 - To be open-minded and accept differents thinking patterns / Faire preuve d'ouverture et de capacité d'écoute à d'autres modèles de pensée

Objectif(s) pédagogique(s)

- Compétence SK1: prendre une part active aux discussions informelles et formelles dans un langage standard en donnant des descriptions claires, en exprimant des points de vue et en développant des arguments sans chercher beaucoup de mots SK2: rédiger des descriptions claires et détaillées, des essais et des rapports sur une variété de sujets liés à son domaine d'intérêt, en marquant la relation entre les idées dans un texte connecté clair, et en suivant les conventions établies du genre concerné SK3: comprendre et interagir avec un degré de fluidité et de spontanéité qui rend une interaction régulière avec des locuteurs natifs tout à fait possible et indépendante SK4: atteindre B2. 2 CECRL niveau en anglais

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**10%**	Interrogation Ecrite		
Contrôle Continu	**10%**	Interrogation Ecrite		
Contrôle Continu	**10%**	Oral (exposé, présentation de poster…)		
Contrôle Continu	**10%**	Oral (exposé, présentation de poster…)		

BUSINESS ENGLISH

Irina CIROVIC

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Terminal	**60%**	Examen écrit		

Internship

Elsa BELLONCLE

Infos générales

Code du cours:	7012
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en),Français (fr)
Responsable de cours:	Elsa BELLONCLE

Modalités pédagogiques	Face à face 👥
Crédits	5 ECTS ⏱

Charge de travail

Face à Face:	0h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	200h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

The third year internship gives students the opportunity play an integral part in a company. The placements will last 2- 5 months in France or in an other country. Students will use this internship to develop their professional experience and to acquire a first managerial and / or strategic vision of the company.

Prérequis

Approche pédagogique

Workplace learning

Internship

Elsa BELLONCLE

Référence(s) recommandée(s)

() Career Path Platform ,

() job board Jobteaser ,

() Job Board Goinglobal ,

() Job Board Highered ,

Séquences du cours

Internship

Elsa BELLONCLE

Functional Internship at least 2 months

The Internship can be replace by temporary contact job, business creation, citizen or humanitarian project

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 1 - To identify key positions and key relationships within a team / Décrypter les rapports de forces et les équilibres de pouvoir au sein d'une équipe
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 02 - To perform duties in a responsible and efficient manner / Conduire ses activités de façon efficace et responsable / 1 - To follow specifications of a logbook to meet the company's commitments / Respecter les cahiers des charges afin de remplir les engagements de l'entreprise
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 02 - To perform duties in a responsible and efficient manner / Conduire ses activités de façon efficace et responsable / 2 - To question own and company's choices and practices in light of ethical conducts / Questionner les pratiques de son entreprise et ses propres pratiques au regard de la responsabilité éthique et sociétale
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 1 - To decrypt the codes of a foreign culture / Décrypter les codes d'une autre culture
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 2 - To be open-minded and accept differents thinking patterns / Faire preuve d'ouverture et de capacité d'écoute à d'autres modèles de pensée

Objectif(s) pédagogique(s)

- - Ability to integrate a work team - Ability to listen, understand and integrate the remarks,

Internship

Elsa BELLONCLE

- expectations or expressed needs of others - Ability to share ideas, listen to others in meetings on multidisciplinary projects - Ability to propose ideas and solutions - Ability to organize themselves

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**100%**	Par l'entreprise		

BMI 3 - S2 International Management

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Infos générales

Code du cours: COPY_COPY_2021_BAC308G27002021_BAC308G27008021_1666354684180

Année académique: 2022/2023

Niveau / semestre: SEMESTRE DE PRINTEMPS

Campus: Campus du Havre

Langue: English (en)

Responsable de cours: Irina CIROVIC

Modalités pédagogiques Face à face

Crédits 0 ECTS

Charge de travail

Face à Face: 15h

Jeux Sérieux: 0h

Distance Learning: 0h

eLearning: 0h

Homework: 35h

Apprentissage par la pratique: 0h

E-Learning: 0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course is the intermediate
course of the French language for everyday and professional communication. Topics
covered include fundamental vocabulary, grammar, phonetic and communication
skills as well as cultural awareness
tips needed for everyday interaction and work in a multicultural professional
context.

The objective of this course is to provide
students with fundamental language skills for professional purposes and working
knowledge of French. Students will work on main business skills and topics,
acquire everyday vocabulary and grammar structures, and will enhance their cultural awareness.
They will be able to implement the acquired knowledge in roleplays and other activities
stimulating oral and written communication.

Prérequis

FRENCH CEFRL Level B1

Approche pédagogique

A. **Class Discussion** Students are encouraged to learn actively and cooperatively in pairs and small groups. Students will do regular roleplays and

B. **Lectures** Class sessions will involve explanations, video shows, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, teachers will be invited to share with the students their experience and encourage the learners' open-mindedness while comparing the target culture with their own.

C. **Readings** This is the responsibility of all students. Students should read the relevant chapters of the textbooks and do exercises before class. They should be prepared to use the new language items in class discussions and in roleplays.

D. E-learning monitored by an Instructor

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Référence(s) recommandée(s)

Penfornis, J.-L. (2013) Affaires.com ,CLE International

() DELF B2 Prep Course Online ,Global Exam

Référence(s) complémentaire(s)

Miquel, C. (2018) Vocabulaire Progressif du Français. Avancé ,CLE International

Grégoire, M. (2017) Grammaire Progressive du Français. Avancé ,CLE International

Séquences du cours

Unit 4

Conducting a Market Survey.

Grammar 4.1: Place of Object Pronouns. Imperatives

Marketing Strategy. Segmentation. Positioning.

Grammar 4.2: Comparatives

Distribution Channels. Writing Reports.

Grammar 4.3: Prepositions and Adverbs of Place

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Means of Communication. Writing an advertisement.

Grammar 4.4: Reported Speech in Present.
Sales Techniques.

Grammar 4.5: Using Infinitives after verbs

Travail à effectuer pour la séance

DELF Préparation Level B2

Unit 5

Different Stages of Sales.

Grammar 5.1: Making Requests
E-tailing. Placing an order.

Grammar 5.2: Conditionals
Deliveries. Making complaints (emails, telephone)

Grammar 5.3: Expressing Causes
Invoicing. Postponing Payment.

Grammar 5.4: Expressing Consequences
Insurance Issues.

Grammar 5.5: Expressing Aims

Travail à effectuer pour la séance

DELF Préparation Level B2

Unit 6

Business Sectors. Evolving and Change. Writing Reports.

Grammar: Reported Speech in the past.
Company Data.

Describing Trends.

Grammar: Adverbs of Quantity
Financial Documents.

Grammar: Expressing Concession.
Economy of Countries and Cities.

Grammar: Expressing Oppositions.
International Trade. Free Trade vs Fair Trade.

FRENCH AS A FOREIGN LANGUAGE

Irina CIROVIC

Grammar: Subjunctive vs. Indicatif

DELF Préparation Level B2

PRESENTATIONS: My Imaginary Start-Up Business Plan

Travail à effectuer pour la séance

DELF Préparation Level B2

PRESENTATIONS: My Imaginary Start-Up Business Plan

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- LG 03 - To integrate well in an international environment / S'intégrer dans un environnement international / LO 02 - To understand cross-cultural stakes / Comprendre les enjeux multiculturels

Objectif(s) pédagogique(s)

- Knowledge KN1: have good knowledge of fundamental grammar and syntactical structures KN2: master fundamental vocabulary for academic and professional purposes KN3: build up their knowledge of doing business in French-speaking countries Skills SK1: take an active part in informal and formal discussions in standard language giving clear descriptions, expressing viewpoints and developing arguments without much conspicuous searching for word SK2: write clear, detailed descriptions, essays and reports on a variety of subjects related to his/her field of interest, marking the relationship between ideas in clear connected text, and following established conventions of the genre concerned Competency AR understand and interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible and independent SD reach B2 CEFRL level in French

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**			
Contrôle Terminal	**60%**			

OPTIONAL LANGUAGE

Irina CIROVIC

Infos générales

Code du cours:
Année académique:
Niveau / spécialité:
Campus:
Langue:
Responsable du cours:

COPY_COPY_COPY_COPY_20212022_BAC3O2_34110187086460COPY_2021_BAC3O23021_BAC3O23703_34110187067000COPY_2021_BAC3O23021_BAC3O35703021_BAC3O35170301_34123187773776_36240011002731_34189919976927_1446555013831_5396507670213

2022/2023

SEMESTRE DE PRINTEMPS

Campus de Havre

Irina CIROVIC

| Modalités pédagogiques | Face à face |
| Crédits | 0 ECTS |

Charge de travail

Face à Face:	15h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	100h
Apprentissage par la pratique:	0h
E-Learning:	0h

Description du cours

The course aims to acquire and develop communication skills in the target language by working with a language instructor in small level groups

Prérequis

Based on CEFR Levels

Approche pédagogique

Courses adapted to each participant's level: workshops and work in groups (small and larger, in pairs or on an individual basis)

OPTIONAL LANGUAGE

Irina CIROVIC

Séquences du cours

Beginners

Beginners : reading and spelling rules, numbers,
basic grammar and vocabulary, discovering culture, everyday life topics ; an elementary range
of language skills in order to use them in everyday basic communication

Travail à effectuer pour la séance

Dictations; describing pictures; role-plays, vocabulary and grammar tests

Intermediate

Intermediate : fundamental language items and skills for everyday and professional communication
(written and oral) ; skills for business ; fundamental language skills to be able
to discuss personal and professional subjects in a simple way

Travail à effectuer pour la séance

Oral presentations and role-plays; writing short essays

Advanced

Advanced : advanced language material for efficient and natural communication in everyday life and
in business ; sufficient language skills to be able to express oneself in a complex and natural way

Travail à effectuer pour la séance

Presentations and negotiations; essays, business correspondence; debates

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- LG 03 - To integrate well in an international environment / S'intégrer dans un environnement international / LO 01 - To be proficient in business English / Maîtriser l'anglais des affaires
- LG 04 - To perform team works at local and international levels / Travailler en équipe en local

OPTIONAL LANGUAGE

Irina CIROVIC

- et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 1 - To decrypt the codes of a foreign culture / Décrypter les codes d'une autre culture
- LG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 03 - To have easiness working in a multicultural team / Facilité à travailler dans une équipe multiculturelle / 2 - To be open-minded and accept differents thinking patterns / Faire preuve d'ouverture et de capacité d'écoute à d'autres modèles de pensée
- LG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance

Objectif(s) pédagogique(s)

- Upon completing this course, students will be able to: Beginners : understand simple information, react and interact in basic exchanges in the target language Intermediate : communicate in a simple way on general and business subjects using the target language Advanced : understand relatively complex content in the target language and be able to discuss various topics in everyday life and in business in a natural way

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**100%**	Interrogation Ecrite	Examen oral	

Services Marketing

Wided BATAT

Infos générales

Code du cours:	7013
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Wided BATAT

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

The emphasis in the course will be on service universals rather than on any particular industry. The course is designed not just for students with careers in services industries but also careers in goods industries with high service components (e.g., industrial products, high tech products, durable products). The objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. Problems commonly encountered in marketing services. Strategies used by successful services marketers to overcome these difficulties will be discussed.

Prérequis

None

Approche pédagogique

Class Discussion Students are encouraged to learn and develop their potential in teams. Students in groups of four to five should undertake as group project.

Lectures Class sessions will involve lectures, video shows, case studies, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, practitioners will be invited to share with the students their experience and techniques.
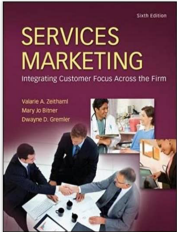
Readings This is the responsibility of all students. Students should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule

Services Marketing

Wided BATAT

Référence(s) recommandée(s)

Valerie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2012) Services Marketing:Integrating Customer Focus Across the Firm ,New York, NY: McGraw-Hill Companies

Référence(s) complémentaire(s)

Wided Batat () An online qualitative study of luxury foodservice ,

Séquences du cours

Introduction to services marketing

- The big picture: What is service marketing?
- The gaps models of service quality

Travail à effectuer pour la séance

Chapter 1 & 2

Customer expectations of service

Customer perception of service

Customer Research

Customer segmentation and customer equity

Travail à effectuer pour la séance

Chapters 3 and 4

Select topics and Form groups for final presentation project

Building customer relationships

- Service MarketingResearch / Forecasting
- Listening to customers through research

Travail à effectuer pour la séance

Chapters 5 and 6

In-group development of Marketing strategic targets and group work assignments

Service innovation

- Design of physical evidence
- Servicescape

Travail à effectuer pour la séance

Chapters 7&8

mini-case study

Integrated services marketing communications

- The Function of Advertising in promoting services
- Types of service marketing Advertising

Travail à effectuer pour la séance

Discussion topics in different sector fields

Service Marketing strategy and the New Media and Social Media

- The function of advertising promoting services
- Types of service marketing advertising

Travail à effectuer pour la séance

Discussion topics and creative work

Service marketing Strategies for new markets and growth markets

Discussion of examples from different service sectors

Discussion of media and social media on service marketing

Social media strategies for service marketing

Travail à effectuer pour la séance

Chapters 9

New service Markets and Growth discussion topic for next session

Service marketing startegies for Mature and Declining Markets Strategic Choices in Mature Markets

- Service marketing strategic choices in mature markets

- discussion of examples from different countries

Travail à effectuer pour la séance

Chapters 10

Objectifs pédagogiques et modes d'évaluation

Services Marketing

Wided BATAT

A.O.L.

- CG 03 - To design and deploy marketing and business action plans / Elaborer et mettre en œuvre un plan marketing et commercial de façon responsable / LO 01 - To make sectorial competitive analysis / Réaliser une analyse concurrentielle sectorielle / 1 – To define the market and identify the company's positionning / Caractériser son marché pour identifier le positionnement commercial de son entreprise
- CG 03 - To design and deploy marketing and business action plans / Elaborer et mettre en œuvre un plan marketing et commercial de façon responsable / LO 01 - To make sectorial competitive analysis / Réaliser une analyse concurrentielle sectorielle / 2 – To identify sales opportunities locally and internationally / Identifier les opportunités commerciales au niveau national et international

Objectif(s) pédagogique(s)

- Acquire a basic knowledge on the different theoretical and managerial approaches in service marketing and its implications on decision making .
- Understand and articulate service marketing challenges globally and locally
- Develop and apply a range of managerial and theoretical knowledge principles of service marketing to set up marketing startegies
- Analyse the context and challenges to formulate service marketing strategies and action plan

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	40%	Analyse de pratique		
Contrôle Terminal	60%	Interrogation Ecrite		

Tourism and Hospitality Services

Wided BATAT

Infos générales

Code du cours:	7014
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Wided BATAT

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course aims to outline the main aspects of tourism and hospitality marketing at both a business level and a destination level. It provides an introduction to all aspects of tourism marketing helping the students to understand the importance of marketing tools and the role and functions of marketing in the tourism industry. The course offers a wide spectrum of knowledge in the field of tourism marketing. The students will be able to search and analyze data and information about the importance and the role of marketing in the tourism industry, the main characteristics of a marketing plan and be able to adapt the major steps in developing marketing strategies.

Prérequis

None

Approche pédagogique

A. Class Discussion Students are encouraged to learn intricately and develop their potential in teams. Students in groups of four to five should undertake as group project.

B. Lectures Class sessions will involve lectures, video shows, case studies, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, practitioners will be invited to share with the students their experience and techniques.

C. Readings This is the responsibility of all students. Students should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule
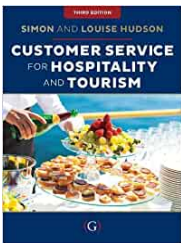
Tourism and Hospitality Services

Wided BATAT

Référence(s) recommandée(s)

Tajeddini, K., Ratten, V., & Merkle, T. (2019) Tourism, Hospitality and Digital Transformation: Strategic Management Aspects (Innovation and Technology Horizons) ,Routledge

Hudson, S., & Hudosn, L. (2022) Customer Service in Tourism and Hospitality ,Goodfellow

Séquences du cours

Introduction to tourism and hospitality marketing

- What is tourism and hospitality marketing
- Towards a new definition of tourism and hospitality marketing

Travail à effectuer pour la séance

Providing knowledge of basic terminology

Implementing tourism and hospitality marketing models and strategies

- How can destinations create values ?
- How can destinations engage tourists ?
- What are the tourism and hospitality marketing strategies to capture tourist values?

Travail à effectuer pour la séance

Activity on value creation within tourism and hospitality

Analyzing the tourism and hospitality marketing Environment

- How can hotels and destination conduct environmental screening
- What are the techniques for and desk research in tourism and hospitality marketing?

Travail à effectuer pour la séance

Provide 3 examples for desk research within tourism and hospitality

How can destinations generate tourist insights

- Tourist-Driven Marketing Strategy
- Analyzing Tourist insights and data

Travail à effectuer pour la séance

Read the respective chapters beforehand.

Tourist Value-Driven Marketing Strategy

Focus
- Creating Value for Target tourists
- Defining targets and tourism and hospitality marketing strategies

Travail à effectuer pour la séance

Read the respective chapters beforehand.

Digital tourism and hospitality marketing and social media

- Direct, Online tourism marketing
- Social Media, and Mobile tourism Marketing

Travail à effectuer pour la séance

Read the respective chapters beforehand.

Tourism and Hospitality Services

Wided BATAT

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 02 - To perform duties in a responsible and efficient manner / Conduire ses activités de façon efficace et responsable / 1 - To follow specifications of a logbook to meet the company's commitments / Respecter les cahiers des charges afin de remplir les engagements de l'entreprise
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 02 - To perform duties in a responsible and efficient manner / Conduire ses activités de façon efficace et responsable / 2 - To question own and company's choices and practices in light of ethical conducts / Questionner les pratiques de son entreprise et ses propres pratiques au regard de la responsabilité éthique et sociétale

Objectif(s) pédagogique(s)

- Acquire a basic knowledge on the different theoretical and managerial approaches in tourism and hospitality marketing management and its implications on decision making .
- Understand and articulate tourism and hospitality marketing challenges globally and localy
- Learn the foundation skills required to manage tourism and hospitality marketing of a destination

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**60%**	Interrogation Ecrite		
Contrôle Continu	**40%**	Oral (exposé, présentation de poster...)	Rapport	Travail de groupe

Financial and Gaming Services

Wided BATAT

Infos générales

Code du cours:	7015
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Wided BATAT

Modalités pédagogiques Face à face

Crédits 5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course provides students with a deep understanding of the current marketplace for gaming in the the finance service field in preparation for successful careers in the finance service

industry. The course will cover finance industry dynamics across a wide variety of platforms including console and PC games, social gaming, smart phone and tablet games, Virtual Reality, Augmented Reality, MMOs and more. The course will also cover a wide range of finance business,
management and legal issues, including an overview of current financial business models.
The course will consist of lectures, discussions and hands-on exercises that will prepare students to
generate creative, innovative ideas for today's ever-changing entertainment market.
You will be required to come up with an original game, product or service based on current finance service field trends. By the end of the semester, you will create a world-class funding presentation to pitch your original product or service.

Prérequis

None

Approche pédagogique

Students are encouraged to learn actively and cooperatively in teams. Students in groups of four to five should undertake a group project.

Lectures Class sessions will involve lectures, video shows, case studies, discussions and debates, and presentations of related

topics and current issues related to course contents. In addition, practitioners will be invited to share with the students their experience and techniques.

Readings This is the responsibility of all students. Students should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule

Financial and Gaming Services

Wided BATAT

94

Référence(s) recommandée(s)

De La Hera, T. (2019) Digital gaming and the advertising landscape ,Amsterdam University Press
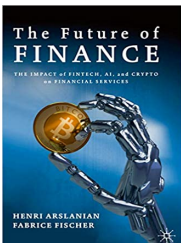
Arslanian, H., & Fischer, F. () The Future of Finance: The Impact of FinTech, AI, and Crypto on Financial Services ,Springer

Séquences du cours

Introduction to the Class

- Overview of landscape
- Discussion of examples
- Syllabus Overview and intro to course

Travail à effectuer pour la séance

Prepare 3 examples each

Games Market Overview Part 1

- Overview of the games market across all key platforms
- Social, console, pc/mac, mobile/tablet

Travail à effectuer pour la séance

Generate an own gaming diary Part 1

Games Market Overview Part 2

- Overview of the games market across all key platforms
- Social, console, pc/mac, mobile/tablet

Travail à effectuer pour la séance

Generate an own gaming diary Part 2

Creative Game Development

- Student Game Demos
- Overview of what makes for great game design in today's changing marketplace

Sizing the Market

- Student Game Demos
- Market Opportunity Analysis
- How to size the market opportunity for your product or service

Marketing and Business Plan Essentials

- Student Game Demos
- Business Plan Essentials
- Sources of Funding
- Development Planning
- Marketing/PR

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 02- To handle local and international management tasks at the operational level / Gérer des opérations de l'entreprise en local et à l'international / LO 01- To monitor tasks at the operational level / Suivre des opérations de gestion quotidienne / 2 – To fulfill own duties, team duties and company duties according to the preset objectives and deadlines / Veiller au

Financial and Gaming Services

Wided BATAT

- respect des exigences, objectifs et deadlines pour honorer les engagements individuels, de l'équipe et de l'entreprise
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 1 - To identify key positions and key relationships within a team / Décrypter les rapports de forces et les équilibres de pouvoir au sein d'une équipe
- CG 04 - To perform team works at local and international levels / Travailler en équipe en local et à l'international / LO 01 - To adhere to a work team / S'intégrer efficacement à une équipe de travail / 2 - To communicate on a regular basis with other stakeholders in face to face and/or remotely / Communiquer efficacement et à échéances régulières tant en présentiel qu'à distance

Objectif(s) pédagogique(s)

- Acquire a basic knowledge on the different theoretical and managerial approaches in gaming in the the finance service field and its implications on decision making .
- Understand and articulate finance marketing challenges globally and localy

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**60%**	Interrogation Ecrite		
Contrôle Continu	**40%**	Oral (exposé, présentation de poster…)	Rapport	Oral (exposé, présentation de poster…)

Digital Business Concentration

Digital Marketing Applications

Wided BATAT

Infos générales

Code du cours:	7016
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Wided BATAT

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course
is designed to have a balance between the theoretical knowledge and managerial
practices with actionable steps. During this course, students will be able to
explore the key foundations of digital marketing strategies (DMS), understand
and evaluate the digital environment, and deploy a digital marketing strategy
accordingly.

In-class exercises,
case studies and academic and professionals articles will be used in order to
apply knowledge-based content into digital marketing competencies. Students
will be asked to read recommended chapters, articles and/or case studies in
advance in order to solve managerial problems and have enriched class
discussion.

Prérequis

None

Approche pédagogique

Lectures and seminars

Class time will be devoted to lectures, watching related videos and class discussions. In-class exercises, case studies and academic and professionals articles will be used in order to apply knowledge-based content into competencies.

In addition, students will be asked to read recommended chapters, articles and (or) case studies in advance in order to solve managerial problems and have enriched class discussion.

Digital Marketing Applications

Wided BATAT

Référence(s) recommandée(s)

Olbrich, R., Bormann, P. M., & Hundt, M. (2019) Analyzing the Click Path Of Affiliate-Marketing Campaigns: Interacting Effects of Affiliates' Design Parameters With Merchants' Search-Engine Advertising ,

() Think With Google (www.thinkwithgoogle.com) ,

Charlesworth, A. (2018) Digital Marketing: A Practical Approach ,Routledge

Davcik, N., Langaro, D., Jevons, C., & Nascimento, R. (2021) Non-sponsored brand-related user-generated content: Effects and mechanisms of consumer engagement ,

Purani, K., Kumar, D. S., & Sahadev, S (2019) e-Loyalty among millennials: Personal characteristics and social influences ,

Référence(s) complémentaire(s)

() Think With Google (www.thinkwithgoogle.com) ,

Digital Marketing Applications

Wided BATAT

Kotler, P., Kartajaya, H., & Setiawan, I (2016) Marketing 4.0: Moving from traditional to digital. John Wiley & Sons ,John Wiley & Sons.

Yang, S., Lin, S., Carlson, J., & Ross, W. (2016) Brand engagement on social media ,

---

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015) Consumer engagement in online brand communities: a social media perspective ,

---

() Keywords match types in Google: ,

() How Google ads works ,

(2020) Influencers ,

Christodoulides, G., Jevons, C. and Bonhomme, J (2012) Memo to marketers: Quantitative evidence for change — how user-generated content really affects brands ,

Digital Marketing Applications

Wided BATAT

Chaffey, D. & Ellis-Chadwick (2012) Digital Marketing Strategy: implementation and Practice ,Prentice Hall

---

Tang, T., Fang, E., & Wang, F. (2014) Is neutral really neutral? The effects of neutral user-generated content on product sales ,

---

Séquences du cours

Digital Marketing Environment

Digital Marketing
Landscape

> Understand the Online
> & Offline Marketing Interactions

Impact of Big Data,
AI, AR, and VR in Digital Marketing

Travail à effectuer pour la séance

Providing knowledge of basic terminology

Customer Journey in the Digital Age

.

> Understand the customer
> buying behaviour in the digital age

.

Understand the customer
journey in the digital age

Digital Marketing Applications

Wided BATAT

Travail à effectuer pour la séance

Illustrate customer journey through own examples

Customer Journey in the Digital Age

.

Understand the
Marketing-Mix in Digital Age

Travail à effectuer pour la séance

Persona and group work assignments on marketing-mix 4.0

Planning DMS

· Understanding
the digital ecosystem

· POEM
concept

· SMART
concept

· UGC

Search Engine Marketing

Search
Engine Optimization

Search Engine Marketing

Search
Engine Advertising

Social Media Marketing

.

Integrate the social
medias into the wider marketing and business development

.

Measuring and

benchmarking the success

Social Media Marketing

.

Ethics in SMM

Travail à effectuer pour la séance

Group work assignments

Designing Effective Marketing Communication

Key elements of
e-Commerce

Web analytics

Group work assessments and final exam preparations

Group work presentations, assessments and discussions
The final exam preparations

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 1 - To search, categorize and exploit data from the environment and from the company to make operational decisions / Chercher, trier et exploiter l'information par rapport à l'environnement et à l'entreprise pour faire des choix opérationnels
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 2 - To decrypt balance power within the internal and external environment / Décrypter les rapports de force entre l'entreprise et chacun des acteurs de l'environnement
- CG 03 - To design and deploy marketing and business action plans / Elaborer et mettre en œuvre un plan marketing et commercial de façon responsable / LO 01 - To make sectorial competitive analysis / Réaliser une analyse concurrentielle sectorielle / 1 – To define the

Digital Marketing Applications

Wided BATAT

- market and identify the company's positionning / Caractériser son marché pour identifier le positionnement commercial de son entreprise
- CG 05 - To master and use remote work tools and methods / Utiliser les outils numériques et les méthodes de travail à distance / LO 01 - To use the web to gather data and conduct competitive analyses / Utiliser le web pour alimenter la veille informationnelle et concurrentielle / 1 - To find and categorize online data / Identifier les sources numériques d'informations et faire le tri des informations en vue de les exploiter

Objectif(s) pédagogique(s)

- - Elaborate and implement a marketing and business strategy - Learn the fundamentals of managing a digital marketing strategy. - Use Digital Marketing Tools in order to anticipate, forecast and measure the effectiveness of the actions
- - Analyse the context and challenges in order to formulate strategies and action plan - Select and deploy a range of digital marketing and communication channels by taking into consideration the customer journey
- - Know how to set up a digital marketing strategy. - Know how to set up a campaign of keyword search

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**	Travail de groupe	Rapport écrit et oral	Implication - Participation
Contrôle Terminal	**60%**	Examen écrit	Epreuve/Dissertation/Etude de cas à livres ouverts	Epreuve/Dissertation/Etude de cas à livres ouverts

Internet Law and Cybersecurity

Taher HAMZA

Infos générales

Code du cours:	7017
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Taher HAMZA

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course states legal aspects concerning Internet law and cybersecurity: what are the risks, what are the legal obligations, how to control the situation to protect the data, the materials and the reputation of the company.

Prérequis

None

Approche pédagogique

A. Class Discussion Students are encouraged to learn actively and cooperatively in teams. Students in groups of four to five should undertake a group project.

B. Lectures Class sessions will involve lectures, video shows, case studies, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, practitioners will be invited to share with the students their experience and techniques.

C. Readings This is the responsibility of all students. Students should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule

Internet Law and Cybersecurity

Taher HAMZA

Référence(s) recommandée(s)

SCHREIDER, Tari (2020) Cybersecurity Law, Standards and Regulation ,2nd edition - ème,Rothstein Publishing

Brathwaite, Shimon (2019) Cybersecurity Law Protect Yourself and Your Customers ,Business Expert Press

Hodson, Christopher J (2019) Cyber Risk Management Prioritize threaths, identify Vulnerabilities and apply Controls ,Kogan Page

Séquences du cours

General concepts on Cybersecurity Law

- Infamous Cybercrimes
- Cybercrimes taxonomy
- Civil vs Criminal Cybersecurity offenses (definitions)
- Four basics of Criminal Law (Mens Rea, Actus Reus, Concurrence, Causation)
- Branches of Law
- Tort Law
- Cyber law Enforcement (Regulatory, Local, State, Federal, International)
- Cybersecurity Law Jurisdiction
- Cyber crime and Cyber Tort Punishment
- Cyber Law and Intellectual Property
- Corporate Requirements for Cybersecurity
- Financial and Reputational Implications of
Information Security Legislation

Internet Law and Cybersecurity

Taher HAMZA

Travail à effectuer pour la séance

TEST: MULTIPLE CHOICE QUESTIONS

Références

- Cybersecurity Law Protect Yourself and Your Customers, Brathwaite, Shimon

Overview of US Cybersecurity Law

- Brief history of Resolving Cybersecurity Disputes
(Public and Private sectors)
- Alternative Dispute Resolution (mediation,
arbitration, dispositive motion)
- Successful Data Breach Lawsuits
- Duty of Care Doctrine
- Failure to Act Doctrine
- Reasonable Person Doctrine
- Common Law Duty
- Criminal Cyberlaw
- Federal Computer Crime Statutes
- Procedural Law
- State Computer Crime Laws
- False Claims Act (FCA)

Travail à effectuer pour la séance

Références

- Cybersecurity Law, Standards and Regulation, SCHREIDER, Tari

Cyber Privacy and Data Protection Law

- Common Law of Privacy
- Privacy Laws (Children, Healthcare, Federal,
Cybercrime on Tribal Lands, State Privacy, State
Chief Information Privacy Officer, International)

Internet Law and Cybersecurity

Taher HAMZA

- Data Breach Laws

- Data Breach Litigation

- Privacy Notice Law

- Personal Liability

- Data Disposal Laws

- Electronic Wiretap Laws

- Digital Assistant Privacy Issues

- Social Media Privacy

- Event Data Recorder Privacy

- Automated License Plate Reader Privacy

Travail à effectuer pour la séance

CASE STUDY: PRESENTATION OF THE RESULTS BY THE STUDENTS (GROUP WORK)

Références

- Cybersecurity Law, Standards and Regulation, SCHREIDER, Tari

Cryptography and Digital Forensics Law

- Overview of Cryptography
- Cryptography Law (export and import control
laws, patent infringement, search and seizure of
encrypted data, encryption personal use
exemption)
- State Encryption Laws
- Fith Amendment and Data Encryption
- Laws and Regulations Requiring Encryption
- International Cryptography Laws

Références

- Cybersecurity Law Protect Yourself and Your Customers, Brathwaite, Shimon

Internet Law and Cybersecurity

Taher HAMZA

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 1 - To search, categorize and exploit data from the environment and from the company to make operational decisions / Chercher, trier et exploiter l'information par rapport à l'environnement et à l'entreprise pour faire des choix opérationnels
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 2 - To decrypt balance power within the internal and external environment / Décrypter les rapports de force entre l'entreprise et chacun des acteurs de l'environnement

Objectif(s) pédagogique(s)

- This course aims at giving a good knowledge of legal aspects about cybersecurity and practical management for the digital programme organization in order to efficiently protect assets and information.

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**20%**	Test à choix multiple - QCM		
Contrôle Continu	**20%**	Epreuve/Dissertation/Etude de cas à livres ouverts	Travail de groupe	
Contrôle Terminal	**60%**	Examen écrit		

Digital Business Concentration

e-Commerce operations

Wided BATAT

Infos générales

Code du cours:	7018
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Wided BATAT

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

This course focuses on principles of e-commerce from a marketing and business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In this course, students will be exposed to framework and strategies for building successful e-commerce businesses with an appreciation for growth and profitability. Also, the course focuses on electronic commerce applications, technologies, and tools used in business models in business-to-customers and business-to-business.

During this course, students review and apply the e-commerce marketing skills they have learned throughout their course and then put them into practice of marketing strategy through in-class implementation of the tools and theories, examples, and online marketing articles used to apply knowledge-based approaches into e-commerce marketing skillset.

Prérequis

None

Approche pédagogique

Class Discussion Students are encouraged to learn actively and cooperatively in teams. Students in groups of four to five should undertake a group project.

Lectures Class sessions will involve lectures, video shows, case studies, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, practitioners will be invited to share with the students their experience and techniques.

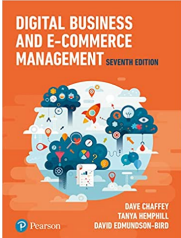Readings This is the responsibility of all students. Students

should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule

Référence(s) recommandée(s)

Chaffey, D., Edmundson-Bird, D., & Hemphill, T. (2019) Digital business and e-commerce management ,Pearson

Laudon, K. C., & Traver, C. G. (2021) E-Commerce 2021-2022: Business. Technology. Society. ,Pearson

Séquences du cours

Introduction to e commerce

- Overview of landscape
- Discussion of examples

Travail à effectuer pour la séance

Providing knowledge of basic terminology

E-commerce Business Models and Concepts

- Models of e-commerce
- Typologies of e-commerce

Travail à effectuer pour la séance

Illustrate own exmaples on e-commerce models

E-Commerce Infrastructure

- The Internet
- World Wide Web
- Web design
- JavaScript

Travail à effectuer pour la séance

Read the respective chapters beforehand

Introduction e-commerce marketing elements

- Active Server Pages
- Building an E- Commerce Web Site

Travail à effectuer pour la séance

Read the respective chapters beforehand

E-Commerce and business

- Payment Systems
- E-Commerce Marketing Techniques

Travail à effectuer pour la séance

Read the respective chapters beforehand

E-commerce and product marketing

- Building product catalogue
- Strategy of search product catalogue

Travail à effectuer pour la séance

Read the respective chapters beforehand

e-Commerce operations

Wided BATAT

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 02- To handle local and international management tasks at the operational level / Gérer des opérations de l'entreprise en local et à l'international / LO 01- To monitor tasks at the operational level / Suivre des opérations de gestion quotidienne / 2 – To fulfill own duties, team duties and company duties according to the preset objectives and deadlines / Veiller au respect des exigences, objectifs et deadlines pour honorer les engagements individuels, de l'équipe et de l'entreprise

Objectif(s) pédagogique(s)

- Acquire a basic knowledge on the different theoretical and managerial approaches in e-commerce marketing and its implications on decision making .
- Understand and articulate e-commerce marketing challenges globally and localy

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**60%**	Interrogation Ecrite	Test à choix multiple - QCM	
Contrôle Continu	**40%**	Test à choix multiple - QCM		

Multimodal Transportation

Samah JRADI

Infos générales

Code du cours:	7019
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Samah JRADI

Modalités pédagogiques   Face à face

Crédits   5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

To provide students with an understanding of the development and characteristics of multimodal transportation.The main topics consist of the world economy and transport operation; basic concepts of multimodal transportation; connection between different modes of transportation . At the end of the course, students are able to understand/analyse transport flows of goods between countries; to understand the important role of transport operation in global trade. The students should gain the basic knowledge and skills to deal with the key challenges faced by commercial intermodal transportation managers.

Prérequis

None

Approche pédagogique

Class Discussion: Students are encouraged to participate actively and cooperatively in teams. Students in groups of two to three should undertake a group project.

Lectures Class sessions will involve lectures, case studies, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, field trips will be organised to help students to learn/understand practical activities.

Readings This is the responsibility of all students. Students should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class schedule.

Multimodal Transportation

Samah JRADI

Référence(s) recommandée(s)

Christopher, M (2011) Logistics and supply chain management ,Pearson, 4th edition

David Lowe (2005) Intermodal Freight Transport ,Elsevier

Levinson, M (2005) The Box—How the Shipping Container Made the World Smaller and the World Economy Bigger ,Princeton University Press

Levinson, M (2005) The Box—How the Shipping Container Made the World Smaller and the World Economy Bigger ,Princeton University Press

Référence(s) complémentaire(s)

Haralambides, H.E (2019) Gigantism incontainer shipping, ports and global logistics: a time-lapse into the future. ,Marit Econ Logist (2019) 21:1–6

Séquences du cours

Course orientation and introduction

- Introduction to course content, class requirement, field studies, exams, group projects
- Group division and project instruction

- Introduction to International trade

Travail à effectuer pour la séance

Read Christopher Chap 1 (p 2 – 15) Handout #1

Development and Foundations of Intermodalism

- Growth of freight transport
- Background to Intermodalism
- Development of transportation technology
- The potential market of intermodalism

Travail à effectuer pour la séance

Read Lowe Chap 1 (p 3 -13) Handout #2

Evolution of container transportation

- Emergence of liner shipping
- Bulk shipping versus liner shipping
- Standardisation in container shipping

Travail à effectuer pour la séance

Evolution of container transportation (cont)

- Growth of container shipping trade
- Global network of container shipping
- The model of hub and spoke in Transportation TEST

Travail à effectuer pour la séance

Intermodal Terminals and Equipment

- Evolution of port system
- Functions of ports
- Concepts of foreland and hinterland

Travail à effectuer pour la séance

Read Lowe Chap 7 (p 80-91) Chap 13 (p 166 – 177) Handout #4

Intermodal Terminals and Equipment (cont)

- Handling equipment in intermodal terminals
- Major operations in intermodal terminals
- Intermodal terminals and transport connection

Travail à effectuer pour la séance

Read Lowe Chap 7 (p 80-91) Chap 13 (p 166 – 177) Handout #4

Mid-term assessment

Travail à effectuer pour la séance

Intermodal Movements by Rail/ Truck, Sea/Rail, Sea/Road

- Operational characteristics of transportation modes
- Transfer operation between different transport modes
- Service frequency and service reliability in transport

Travail à effectuer pour la séance

Read Lowe Chap 6 (p 71 – 78) Chap 7 (p 80 -91) Tran et al, All article Handout #5

Intermodal Freight Economics

- Concept of economies of scale
- Cost structure in transport operation
- Trade-off analysis: optimal vehicle capacity, optimal speed, optimal frequency in transportation

Travail à effectuer pour la séance

Multimodal Transportation

Samah JRADI

Intermodal operations management:

- Legal frameworks for international transport
- Transport documents
- Key actors in transport chains

Travail à effectuer pour la séance

Read Lowe Chap 15 (p 193 -208) Handout #7

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 02- To handle local and international management tasks at the operational level / Gérer des opérations de l'entreprise en local et à l'international / LO 01- To monitor tasks at the operational level / Suivre des opérations de gestion quotidienne / 1 – To monitor production and sales operations to ensure work continuity and meet the sales objectives / Suivre les opérations de production et de vente pour assurer la continuité de l'activité et l'atteinte des objectifs vente préétablis
- CG 02- To handle local and international management tasks at the operational level / Gérer des opérations de l'entreprise en local et à l'international / LO 01- To monitor tasks at the operational level / Suivre des opérations de gestion quotidienne / 2 – To fulfill own duties, team duties and company duties according to the preset objectives and deadlines / Veiller au respect des exigences, objectifs et deadlines pour honorer les engagements individuels, de l'équipe et de l'entreprise

Objectif(s) pédagogique(s)

- Upon completing this course, students will be able to: Understand key issues of a given situation in a company
- Apply knowledge in transport management in a professional context
- Master value concepts in logistics chain

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**	Travail de groupe		

Multimodal Transportation

Samah JRADI

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Terminal	**60%**	Exament à livres fermés		

Logistics 4.0

Samah JRADI

Infos générales

Code du cours:	7020
Année académique:	2022/2023
Niveau / semestre:	SEMESTRE DE PRINTEMPS
Campus:	Campus du Havre
Langue:	English (en)
Responsable de cours:	Samah JRADI

Modalités pédagogiques	Face à face
Crédits	5 ECTS

Charge de travail

Face à Face:	30h
Jeux Sérieux:	0h
Distance Learning:	0h
eLearning:	0h
Homework:	70h
Apprentissage par la pratique:	0h
E-Learning:	0h

Enseignants délivrant le cours

- Professor 002

Description du cours

Technology is driving significant change across supply chain firms. It is vital today for any supply chain actor to understand the digitization and automation of the 4.0 world we are living in. Internet of things and service, intelligent application, big data, robot, all this tools and transformation have a significant consequence for logistic and transportation sectors regarding flexibility and adaptability to their environment, speed and control of their processes. To be successful on their market, firms must have a clear understanding on how they can benefit and take advantages of this new revolution era.

Prérequis

None

Approche pédagogique

Class Discussion Students are encouraged to learn actively and cooperatively in teams. Students in groups of four to five should undertake a group project. They will study and interact toward real company case related to the latest industrial company using the most advanced 4.0 technology.

B. Lectures Class sessions will involve lectures, video shows, case studies, discussions and debates, and presentations of related topics and current issues related to course contents. In addition, practitioners will be invited to share with the students their experience and techniques.

C. Group work This is the responsibility of all students.

Students should read the relevant chapters of the textbook and materials before class. They should be prepared to raise questions and arguments in class on related topics in the class

Logistics 4.0

Samah JRADI

Séquences du cours

Basics of supply chain

Basics of supply chain and logistic concept

How firms plan and coordinate activities from upstream to downstream supply chain

Travail à effectuer pour la séance

Read D. WATERS Logistics : An Introduction to Supply Chain Management (2002) Part 1: Introduction Section 2: Integrating the Supply Chain p 27 - 54

Introduction to Industry : 4.0

Understanding 4.0 applications used in industrial organization

Company case : Agri food industry

Travail à effectuer pour la séance

Read Emel AKTAS, Michael BOURLAKIS, Ioannis MINIS, Vasilis ZEIMPEKIS SUPPLY CHAIN 4.0 : Improving Supply Chains with Analytics and Industry 4.0 Technologies (2021) Chapter 10 : p 209 - 215

Adoption of technologies

How do firms adopt technologies such as Big data analysis and industrial internet of thing to improve their manufacturing process

TEST

Travail à effectuer pour la séance

The Origins of the Industry 4.0

What are the different industrial revolutions?

Internet revolution and digitilization

Travail à effectuer pour la séance

Applications and challenges of industry 4.0

Applications of the Industry 4.0

Digitilization of the product life cycle

Main actors of the industry 4.0 Intelligent firms

Network architecture Industry

Main challenge and risk of the industry 4.0

Travail à effectuer pour la séance

TESLA COMPANY CASE STUDY

Focus on production methods and industrial processes evolution.

Target is to understand the evolution from Taylor to Tesla.

Example of TESLA production management and its 7 main fundamentals

Travail à effectuer pour la séance

Read Michael VALENTIN The TESLA WAY : The disruptive strategies and models of Teslism (2019) Chapter 3: The seven principles of Teslism p 39 – 60

TESLA COMPANY CASE STUDY Cont'd

Hypermanufacturing

Cross integration

Software hybridation

Ultraconnexion

Storymaking

Start up leadership

Man and machine learning

Travail à effectuer pour la séance

Logistics 4.0

Samah JRADI

Supply chain 4.0

From industry 4.0 to logistic 4.0

Digital supply chain

IoT

Control distance

Additive manufacturing

Cobots management

Travail à effectuer pour la séance

Read Simon TAMAYO SUPPLY CHAIN AND MACHINE LEARNING : Revolution or Fashion (2019) Chapter 1: Machine Learning p 14 - 24

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 05 - To master and use remote work tools and methods / Utiliser les outils numériques et les méthodes de travail à distance / LO 02 - To generate and exploit data online / Générer et exploiter du Data en ligne / 2 - To analyze digital data to study customer and/or consumer behavior / Analyser les données numériques pour étudier le comportement du client et/ou consommateur

Objectif(s) pédagogique(s)

- Upon completing this course, students will be able to: Understand the fundamentals of the industry and logistic 4.0
- Understand the various concept of intelligent logistics
- Illustrate with several real company case impact of 4.0 technology inside their supply chain
- Identify practices in logistic 4.0 that differentiate successful firms from others
- Explore the challenges for any company to put in place new 4.0 processes inside their organization

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**40%**	Test à choix multiple - QCM		

Logistics 4.0

Samah JRADI

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Terminal	**60%**	Epreuve/Dissertation/Etude de cas à livres fermés		

Port Management

Samah JRADI

Infos générales

Code du cours: 7021
Année académique: 2022/2023
Niveau / semestre: SEMESTRE DE PRINTEMPS
Campus: Campus du Havre
Langue: English (en)
Responsable de cours: Samah JRADI

Modalités pédagogiques Face à face
Crédits 5 ECTS

Charge de travail

Face à Face: 30h
Jeux Sérieux: 0h
Distance Learning: 0h
eLearning: 0h
Homework: 70h
Apprentissage par la pratique: 0h
E-Learning: 0h

Enseignants délivrant le cours

- Professor 002

Description du cours

The Port Management course provides the key contemporary inputs on how to manage the port operations and serve the regional and local development needs. It provides a conceptual undersanding on operations, stakeholders involved, policies related to port management.

Prérequis

None

Approche pédagogique

A.   Class Discussion Students are encouraged to participate in small groups to discuss about the various trends of port industry.
B.   Lectures Class sessions involve lectures, industry leaders' interaction, video shows, presentations related to contemoporary topics related to port industry.
C.   Readings Students must glance the relevant chapters and resources before the particular session. They will be encouraged to raise and clarify the doubts related to relevant topics during the class hours.

Port Management

Samah JRADI

Référence(s) recommandée(s)

Maria G Burns (2015) Book A: Port Management and Operations ,1st Edition (2015) ère,CRC Press

Khalid Bichou (2013) Book B: Port Operations, Planning and Managmeent ,2nd edition (2013) ème,Routledge

Référence(s) complémentaire(s)

Christopher, Kenneth () Port Security Management ,2nd Ed ème,CRC Press

(2021) Port Economnics, Management, and Policy ,1st Edition ère,Routledge, New York

Séquences du cours

Seaports – Introduction 1/2

- Ports and its importance in global supply chains
- Port history, etymology and history
- Port strategies in the recent past

Travail à effectuer pour la séance

Read (Book A) Chapter 1.1 & 1.2 – p 1-13 (Book B) Chapter 1 – p 1-27

Port Management

Samah JRADI

Seaports – Introduction 2/2

- Port organization and development
- Port roles and function
- Port governance structure
- Port Development

Travail à effectuer pour la séance

Read (Book A) Chapter 1.3 - p 20-26 (Book B) Chapter 2 - p 31-41

Port planning

- Capacity planning
- Capacity management

Travail à effectuer pour la séance

Read (Book B) Chapter 3 - p 51-67

Terminal operations – Basics 1/3

- Quay site – yard/gate systems
- Vessel planning
- Integrating terminal operations

Travail à effectuer pour la séance

Read (Book B) Chapter 6 - p 135-158

Quiz/MCQ - After Week 4

Terminal operations – Basics 2/3

- Terminal operations – Property leasing, equipment (Packaging & Storage), charter party terms, technologies
- Different department services and operations

Travail à effectuer pour la séance

Terminal operations – Basics 3/3

- Terminal operator – leasing opportunities and agreements
- Port and Chater party terms – legal terms
- Port agents

Travail à effectuer pour la séance

Read:

(Book A) Chapter 4 - p 105- 176
(Book B) Chapter 8 - p 195-194
Website:
https://www.porttechnology.org

Port investment and finance 1/3

- Public and private investments
- Return on Investment
- Subsidies and investment

Travail à effectuer pour la séance

Read:

(Book A) Chapter 5 - p 181-193
(Book B) Chapter 4 - p 79-120

Port investment and finance 2/3

Port performance analysis:
- Metrics and productivity calculations
- KPIs measuring financial & operational
performance
- Port financing

Travail à effectuer pour la séance

Read:

(Book B) Chapter 7 – p 79-120
(Book A) Chapter 8 – p 257-282

Port investment and finance 3/3

Mid-term assessment- after Week 9

Travail à effectuer pour la séance

Port safety, and security and regulatory framework

- International safety regulations
- Occupational safety and health administration
- ISPS code
- Risks and safety indicators

Travail à effectuer pour la séance

Read:

(Book A) Chapter 10 - p 303-319
(Book B) Chapter 11 and 12 - p 247-306

Objectifs pédagogiques et modes d'évaluation

A.O.L.

- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 1 - To search, categorize and exploit data from the environment and from the company to make operational decisions / Chercher, trier et exploiter l'information par rapport à l'environnement et à l'entreprise pour faire des choix opérationnels
- CG 01 - To fulfill mission's requirements in evolving environment / Assurer sa mission dans un environnement évolutif / LO 02 - To conduct an external environment analysis / Conduire une analyse de l'environnement externe / 2 - To decrypt balance power within the internal and external environment / Décrypter les rapports de force entre l'entreprise et chacun des

Port Management

Samah JRADI

- acteurs de l'environnement
- CG 02- To handle local and international management tasks at the operational level / Gérer des opérations de l'entreprise en local et à l'international / LO 01- To monitor tasks at the operational level / Suivre des opérations de gestion quotidienne / 2 – To fulfill own duties, team duties and company duties according to the preset objectives and deadlines / Veiller au respect des exigences, objectifs et deadlines pour honorer les engagements individuels, de l'équipe et de l'entreprise

Objectif(s) pédagogique(s)

- To provide the conceptual basics on port management.
- To learn the global trends in the port industry.
- To understand the dynamics of stakeholders, policies, and issues related to port operations.

Modalités d'évaluation

Type	Valeur	Activité 1	Activité 2	Activité 3
Contrôle Continu	**20%**	Test à choix multiple - QCM		
Contrôle Continu	**20%**	Interrogation Ecrite		
Contrôle Terminal	**60%**	Test à choix multiple - QCM	Examen écrit	