

Welcome to Blaise Pascal University !
Choose the opportunity to study
for one or two semesters in Vichy, France

INTERNATIONAL BUSINESS WITH FRENCH



UFR
langues appliquées
commerce
communication

Continue your business education, learn the French
language and experience the way of life in France



www.lacc.univ-bpclermont.fr

Programme Director : Geoffrey Heels - contact.ibf@univ.bpclermont.fr

INTERNATIONAL BUSINESS WITH FRENCH

A one or two semesters programme for English-speaking students and the opportunity to study European and International Business as well as learning the French language and experience the way of life in France.



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UNIVERSITÉ
BLAISE PASCAL
CLERMONT-FERRAND
BP

WELCOME TO... BLAISE PASCAL UNIVERSITY

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USEFUL WEB-SITES

Web site : www.lacc.univ-bpclermont.fr

E-mail: contact.ibf@univ.bpclermont.fr

TO... THE HEART OF FRANCE!

Blaise Pascal University and in particular its Faculty of Applied Languages, Business and Communication, are pleased to present you their programme in International Business with French.

The IBF programme is taught entirely in English and is designed to deal with contemporary business issues within a European and international context. Importantly, students will have the opportunity of learning the French language and of appreciating life in France. Business minor students, business major students or those with an international studies of language component to their degree programme, will find the IBF programme an enriching experience.

This booklet will provide full details about the programme and the university, as well as practical information concerning accommodation, leisure, travel, administration etc...

Based in Vichy, in the very heart of France, students will have the possibility to study in a magnificent university campus. All leisure and cultural activities are available and Vichy is ideally situated to discover the south of France, Paris and other European countries.



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WELCOME TO... BLAISE PASCAL UNIVERSITY

Blaise Pascal University is located in the very centre of France in the beautiful region of the Auvergne and has campuses in the city of Clermont-Ferrand and in the nearby towns of Montluçon, Moulins and Vichy.

At the different sites, undergraduate and post-graduate programmes can be studied in Business, Languages, Science, Humanities and Education Science. Blaise Pascal University is a modern, dynamic university with a progressive approach to teaching, learning and research.

The University has approximately 14,000 full-time students and each year welcomes more than 1,000 foreign students for periods ranging from a few weeks to two full semesters.

International students not only widen their own horizons during their stay at the university, they also make a welcome contribution to student life and perspectives at the university.

Studying abroad means plucking up the courage to try something new. It also means getting to know a new culture, new people, new language and, not least, it means taking in new knowledge. The know-how, the infrastructures and the understanding staff of Blaise Pascal University mean that foreign students are able to make the most of their experience.



WELCOME TO... INTERNATIONAL BUSINESS WITH FRENCH

Blaise Pascal University, through its Faculty of Applied Languages, Business and Communication, offers a course in International Business with French.

This course is taught entirely in English at final year undergraduate level and enables students to continue their business/international studies education as well as to learn the French language and to get to know the French people and the country of France.

The International Business with French programme is located at the university campus in Vichy. Excellent learning conditions, modern computing and language laboratories, multi-media centre and library are situated in a magnificent environment.

Full student services are available (restaurant, social services, meeting rooms...), and to help students settle and meet people,

the campus offers a mix of cultural events, celebrations and affordable trips to places of interest.

Students may register for one or two semesters of study.

Students who successfully complete two semesters will be awarded the Blaise Pascal University Diploma in International Business with French. Depending on certain pre-requisites and an end of year diploma, students may also be able to receive a Licence Degree in International Studies with Languages.

COURSE SUMMARY

FALL SEMESTER

CLASSES

- ▶ European History
- ▶ EU history, structures and policies, unity and diversity
- ▶ Negotiating techniques
- ▶ Negotiating in practice
- ▶ Principles of management
- ▶ Project management
- ▶ Doing Business in France
- ▶ Selling in other countries
- ▶ International Business
- ▶ Research Project
- ▶ Meeting France, meeting French 1, 2 et 3

SPRING SEMESTER

CLASSES

- ▶ Cross-cultural communication : theory and fundamentals
- ▶ Cross-cultural communication in practice
- ▶ Principles of finance
- ▶ France as a tourist destination
- ▶ The European Union : Unity and Diversity
- ▶ Business strategy
- ▶ Export sales management
- ▶ International Marketing
- ▶ International Business
- ▶ Research Project
- ▶ Meeting France, meeting French 1, 2 et 3

Each semester, students should complete at least 30 ECTS, the French language classes being compulsory.

Each class represents the equivalent of 3 ECTS, with the exception of the Research Project, France as a tourist destination and EU, unity and diversity which are 6 ECTS classes.

The French language classes represent 100 contact hours and represent the equivalent of 12 ECTS.

INTERNATIONAL BUSINESS WITH FRENCH CLASSES

SEMESTER 1 (FALL)

INTERNATIONAL BUSINESS WITH FRENCH CLASSES
SEMESTER 1 (FALL)

European history

Undergraduate 3rd year

CLASS CONTENT

- ▶ The middle ages
- ▶ The Renaissance & The Reformation
- ▶ Religious Wars & Absolutism
- ▶ Scientific Revolution & Enlightenment
- ▶ French Revolution & Napoleon
- ▶ Industrial Revolution & Age of Imperialism
- ▶ The Great War
- ▶ Dictatorships & WW II
- ▶ The Cold War
- ▶ 1985 – Present

LEARNING OUTCOMES/ CLASS CONTENT

- ▶ The class is specifically designed to provide students with an in-depth study of European history from the 15th century through the modern day.
- ▶ The 10 first hours of class focuses on the intellectual, social and political history of Europe from the time of the Renaissance through the Enlightenment.
- ▶ The second part of the course is a study of the political evolution of Europe from the French Revolution and the Napoleonic era through the 19th and 20th centuries. Emphasis will be placed on important intellectual and social developments, and political events that have shaped our modern world.

EU history, structures and policies, unity and diversity

Undergraduate 3rd year

CLASS CONTENT

- ▶ The Foundations of the EU
- ▶ The Internal Policies of the EU
- ▶ The External Policies of the EU
- ▶ Economic and Monetary Union
- ▶ Macroeconomic Policies for EU Accession

LEARNING OUTCOMES

- ▶ The Origins and development of the EU
- ▶ Basic concepts and stages of economic integration
- ▶ Theoretical background of EU
- ▶ The Economic Effects of Integration
- ▶ Economic Policies of EU
- ▶ Macroeconomic Policy Coordination
 - Competition Policy
 - Environmental Policy
 - The Common Agricultural Policy
 - Regional Policy
- ▶ External Trade Policy
 - The EU and the Third World
 - The EU & candidate countries

Negotiating techniques

Undergraduate 3rd year

CLASS CONTENT

- ▶ Negotiating techniques
- ▶ The process of negotiation (tactics and objectives)
 - Understanding the principle of commercial negotiation
 - Phases of a negotiation (preparation, discussion, proposal, bargain, evaluation)
- ▶ Participative case studies:
 - Agreeing sales terms and conditions
 - Appointing a distributor
- ▶ Lecture/case study/role playing

LEARNING OUTCOMES

- ▶ This class describes a range of successful negotiating techniques and explains how to use them to achieve commercial objectives (selling, purchasing, recruiting agents and distributors).

Negotiating in practice

Undergraduate 3rd year

CLASS CONTENT

- ▶ Cross cultural negotiation and management
 - Culture & International Business Communication
 - International Negotiation
 - Managing an International Sales Force
 - Negotiating in the Arab Gulf Region (in French)
- ▶ Lecture/case study/role playing

LEARNING OUTCOMES

- ▶ This class examines the ways in which cultural differences impact on the process of doing business and managing.
- ▶ Topics include issues relating to cross-cultural problem solving, the dynamics of multi-cultural teams, and approaches to conducting international business negotiations.

Principles of Management

Undergraduate 3rd year

CLASS CONTENT

- ▶ Theory of Management
- ▶ How to conduct a project in management
- ▶ History of management
- ▶ How to use methodology in project

- ▶ Organization and definition of management
- ▶ Team building and leadership style
- ▶ Organizational strategy
- ▶ Social responsibility and managerial ethics

- ▶ How to motivate employees
- ▶ Communication in management

- ▶ Building positive relationships
- ▶ Submit a review and manage conflicts

- ▶ How to recruit and interview people
- ▶ Different phases of the assessment interview
- ▶ How to conduct an interview to select, to train,
- ▶ Competences development, job scope

- ▶ Evaluate results and assess performance
- ▶ Measuring performance
- ▶ Salary vs incentive
- ▶ Management pattern
- ▶ Evaluation tools

LEARNING OUTCOMES

- ▶ Managerial culture
- ▶ Evolution of management
- ▶ Organizational culture

- ▶ Develop the educational role of the manager
- ▶ Make an inventory and adapt tools for motivation
- ▶ Communicate your goal
- ▶ Manager vs leader

- ▶ To delegate for assigning tasks and or missions
- ▶ To organize its own availability to listen better and communicate better
- ▶ To develop employees autonomy
- ▶ Motivation and behavior change

- ▶ Constrain quality
- ▶ Use adaptable tools and methods
- ▶ Adaptation, exploration and anticipation
- ▶ Evaluation of decision effectiveness

- ▶ Develop management in situation
- ▶ Positive feed back
- ▶ Network effects
- ▶ Performance appraisal
- ▶ Managing change and innovation

Project Management

Undergraduate 3rd year

CLASS CONTENT

- ▶ Project Management Background
- ▶ Project Organisation
- ▶ Preliminary studies
- ▶ Project Execution
- ▶ Project closure

- ▶ Case 1
- ▶ Case 2

LEARNING OUTCOMES

- ▶ History of project Management
- ▶ Understand the concept and the interactions
- ▶ Understand how to manage risk and associated tools
- ▶ Project Go live follow up methodology and associated tools
- ▶ Identify closure milestone and tools
- ▶ Group research and presentation
- ▶ Individual research and presentation

Doing Business in France

Undergraduate 3rd year

CLASS CONTENT

- ▶ Short history of France
- ▶ France today
 - Culture, society, attitudes, behaviour...
- ▶ Economy
 - Markets, exports and imports, growth, inflation, unemployment
- ▶ Political and Institutional Structure
 - Legislation, taxation, labour laws, Foreign investment
- ▶ Business in France
 - Distribution networks, various types of companies, buying a firm in France, setting up a firm in France, multinationals and SMEs, joint ventures and alliances...
- ▶ Examples of international companies operating in France

LEARNING OUTCOMES

- ▶ The aim of the class is to give an insight into French markets and to discover the opportunities and challenges facing international companies wishing to work in France.
- ▶ France has not traditionally been a major recipient of Inward Investment (eg. from the USA and Japan), however it is beginning to establish a more attractive position. Its strategic position, both geographically and politically in Europe, guarantees a significant role for the future, with more companies recognising the potential of locating in France and reviewing their entry strategies into European markets...

Selling in other countries

Undergraduate 3rd year

CLASS CONTENT

- ▶ Expanding Your Business Overseas: Why and Why Not?
- ▶ Global Marketing
- ▶ Researching your market
- ▶ The challenges
- ▶ Main mistakes to be avoided
- ▶ Cross-cultural aspects (Culture, etiquette, customs and protocol)
- ▶ Preparing Your Business for International Trade
- ▶ How to Use an International Trade Adviser

LEARNING OUTCOMES

- ▶ At the end of this class, students should be able to understand the specificities of working with other countries and be able to draw on this knowledge in the course of their career to make themselves successful international managers.

International Business

Undergraduate 3rd year

CLASS CONTENT

- ▶ Introduction
- ▶ Globalization
 - Multinational enterprises
 - Geography foundations
- ▶ Countries and regions of the world, Population and geography, Economic development and geography
 - Technology and globalization
 - Data sources and international research
- ▶ International Trade Policies and Institutions
 - Tools for trade policy
- ▶ Tariffs, Subsidies, Quotas, Local content mandates, Others
 - Purposes of protectionism
 - Benefits of free trade
 - History of world trade
 - Modern world trade (post WWII)
- ▶ Entering International Markets
 - Purposes of expanding into global markets
 - Entry strategies
- ▶ Exporting/Importing, Licensing/Franchising, Wholly owned subsidiaries

LEARNING OUTCOMES

- ▶ 1. Select and use appropriate sources to gather information and data needed for international business decisions (skills development)
- ▶ 2. Define key international business terms and concepts (content knowledge)
- ▶ 3. Identify how cultural variables affect business (content knowledge and skills development)
- ▶ 4. Discuss the different types of economic, political, and legal systems and their impact on business (content knowledge)
- ▶ 5. Compare and contrast major trade theories and trade policies and their effect on business (content knowledge)
- ▶ 6. Discuss international exchange rates and their effects on global business (content knowledge)
- ▶ 7. Critically analyze the opportunities and risks associated with international business activities (content knowledge and skills development).

Research Project

Undergraduate 3rd year

CLASS CONTENT/ LEARNING OUTCOMES

- ▶ The aim of the class is to give the student an opportunity to carry out research on a business topic and to produce a written report which is defended orally at the end of the semester. This research can be done as the basis or foundation for a final year dissertation or thesis in the student's home university.
- ▶ The research project can be done in one or both semesters.
- ▶ The student should choose a subject which is in relation to his/her academic and professional objectives. The project should have a business and international orientation.

- ▶ The student will be required to do preparatory reading and manage his/her time in order to develop a working hypothesis and sufficient analysis.
- ▶ The student should choose a project tutor from the teaching staff who will guide the student throughout the project.
- ▶ The research project should necessarily be creative, original, thorough, precise and verifiable. It must respect Blaise Pascal University requirements and conventions.

Meeting France, Meeting French 1

Undergraduate 3rd year

CLASS CONTENT

▶ This class is designed to help students learn basic French in order to be able to communicate in everyday situations. This class will also enable students to appreciate cultural differences between France and their country of origin.

PRE-REQUISITES

▶ No previous knowledge of French is required to attend this class.

KNOWLEDGE

▶ Aspects of the French language which will be covered include:

- Greeting
- Presenting oneself and introducing others
- Requesting information
- Following instructions
- Understanding and participating in exchanges in everyday situations etc.

SKILLS

- Improving pronunciation
- Building vocabulary
- Understanding basic grammatical structures
- Participating in role-plays
- Discovering French culture through the media

Meeting France, Meeting French 2

Undergraduate 3rd year

CLASS CONTENT

▶ The aim of this class is to consolidate and develop students' knowledge in everyday French.

PRE-REQUISITES

▶ A basic to intermediate level of French is required for this course. Students having successfully completed the class "Meeting France, meeting French 1" will attend this class.

KNOWLEDGE

- Widening vocabulary
- Enabling comprehension of specific details to improve intonation and fluency
- Using a variety of grammatical tenses correctly
- Increasing confidence as a user of French

SKILLS

▶ Students will develop skills in the following fields:

- Reading comprehension
- Listening comprehension
- Writing
- Speaking
- Knowledge of French civilisation
- Knowledge of French culture

▶ They will also be introduced to the concept of learning autonomy and to learning French through the media.

Meeting France, Meeting French 3

Undergraduate 3rd year

CLASS CONTENT

▶ The aim of this class is to help students progress in written and oral communication and to master advanced grammatical structures in a variety of contexts.

PRE-REQUISITES

▶ The aim of this class is to help students progress in written and oral communication and to master advanced grammatical structures in a variety of contexts.

KNOWLEDGE

- ▶ Everyday life situations
 - Oral expression (give your opinion, debate, telling a story, visiting a tourist attraction...)
 - Oral comprehension (TV and radio programmes...)
 - Written expression (letter writing, academic writing...)
 - To increase confidence as a user of French

SKILLS

- ▶ Students will develop skills in the following fields:
 - Reading comprehension
 - Listening comprehension
 - Writing
 - Speaking
 - Knowledge of French civilisation
 - Knowledge of French culture
- ▶ They will also be introduced to the concept of learning autonomy and to learning French through the media.

INTERNATIONAL BUSINESS WITH FRENCH CLASSES SEMESTER TWO (SPRING)

Cross-cultural communication: Theory and fundamentals

Undergraduate 3rd year

CLASS CONTENT

- ▶ Determinants of Culture
- ▶ Dimensions of culture
- ▶ Cultural dimensions and dilemmas
- ▶ Understanding cultural and ethnic identities
- ▶ Relationship between language and culture
- ▶ Business communication across culture
- ▶ Barriers to intercultural communication
- ▶ Conflict and cultural differences

LEARNING OUTCOMES

- ▶ Defining an organizational culture: Facets of Culture; Levels of Culture
- ▶ Study the role of the manager/group presentation/debate in class: National cultural dimensions in the business context; The influence of national culture on business culture
- ▶ Understanding Trompenaars dimensions versus Hofstede's dimensions: Value orientations and dimensions; Reconciling cultural dilemmas
- ▶ Understanding how we acquire the meanings, value, norms and styles of communicating: Family and gender socialization; Cultural Ethnic Identity formation; Group membership: intercultural boundary crossing; Ethnic-cultural Identity change process
- ▶ Understanding that without language we cannot make sense of the cultural world around us.
- ▶ Discussing different culture-based verbal communication styles: Distinctive features in human language; Understanding multiple language rules; Understanding diverse language functions
- ▶ The different components which have an influence on the process of communication
- ▶ The role of communication in business practices: Communicating in and between cultures
- ▶ Understanding the importance of non-verbal communication: Non-verbal behavior; Assumptions and culture; Perceptions and stereotypes
- ▶ Developing competent intercultural conflict skills: Dealing with conflicts

Cross-cultural communication in practice

Undergraduate 3rd year

CLASS CONTENT

- ▶ Introduction
- ▶ Cross cultural effectiveness
- ▶ Toward a single Americanized culture?
- ▶ How organizational behavior and management practices differ across cultures
- ▶ Media selection in cross cultural settings

LEARNING OUTCOMES

- ▶ Identify the cross-cultural Competences when managing Internationally
- ▶ Global Organizations for a global economy: internationalization Process; from global companies to transnational companies
- ▶ Cultural intelligence and cross cultural competencies
- ▶ Contrasting Attitudes toward international operations
- ▶ The Cultural Imperative
- ▶ Understanding cultural diversity: high and low context cultures; collectivist culture; monochromic – polychromic time; interpersonal space; language – Examples and applications
- ▶ Management styles across cultures
- ▶ Leadership styles
- ▶ Face-to-face interaction? videoconferencing? E-mailing? A contingency approach

Export sales management

Undergraduate 3rd year

CLASS CONTENT

- ▶ Free-trade and protectionism
- ▶ Getting ready for international trade
- ▶ Selecting markets for international development
- ▶ Means of selling abroad
- ▶ International business proposals
- ▶ Incoterms
- ▶ Contracts
- ▶ Packing for export trade
- ▶ Transport of goods for international trade
- ▶ Insurance of goods in international trade
- ▶ Means and techniques of international payment
- ▶ Identification, evaluation and management of risks involved in international trade

LEARNING OUTCOMES

- ▶ Motivations; objectives; international health check; product adaptation
- ▶ Selection criteria; selection matrix; objectives and strategy
- ▶ Direct sales; importers; agents, franchising; joint-ventures; subsidiaries and branches...
- ▶ Content; form and transmission
- ▶ Transfer of costs and risks
- ▶ Agency contracts and distribution contracts
- ▶ Types and costs
- ▶ Air freight; sea freight; rail freight; road haulage
- ▶ Risks involved; extent of cover; cost; different insurance policies
- ▶ Drafts; promissory notes; cheques; letters of credit; bank transfers...
- ▶ Identification, evaluation and management of risks involved in international trade; exchange risk; economic risk; political risk; credit risk

International Marketing

Undergraduate 3rd year

CLASS CONTENT

- ▶ Introduction
- ▶ International Marketing Background
- ▶ The environment
- ▶ Assessing potential market
- ▶ Consumer behavior and latest trends
- ▶ Market entry mode and distribution
- ▶ Product and price management

LEARNING OUTCOMES

- ▶ Economic background
- ▶ Specificities of International marketing
- ▶ How culture, economics, political forces can impact the strategy
- ▶ Market analysis techniques and tools
- ▶ Leading consumer trends (prospective 2015)
- ▶ International strategies to enter a market
- ▶ Adapt the mix to the international environment

Business strategy

Undergraduate 3rd year

CLASS CONTENT

- ▶ Introduction to Business Strategy
- ▶ Strategic Planning Systems
- ▶ Strategic Leadership
- ▶ Organizational Politics
- ▶ Multiple Processes of Strategy Development
- ▶ Intended & Realized Strategies
- ▶ Strategic Management in Uncertain and Complex Conditions
- ▶ Experience Learning Curve
- ▶ Communicating Organizational Purpose, Vision, Mission, Objectives

LEARNING OUTCOMES

- ▶ Nature of Strategy & Strategic Decisions; Characteristics of Strategic Decisions; Levels of Strategy; Strategic Management; Strategic Choices; Understanding Strategy; Development Strategy.
- ▶ The Strategic Position
- ▶ The Macro environment
- ▶ PESTEL Framework
- ▶ Sources of Competition
- ▶ 5 Forces Framework
- ▶ Markets, Market Segments, Customer Value
- ▶ Strategic Gaps
- ▶ SWOT
- ▶ Critical Success factors
- ▶ The Corporate Portfolio
- ▶ Growth Share Matrix
- ▶ Arthur D. Little
- ▶ Forces Influencing Business Strategy
- ▶ Bases of Competitive Advantage
- ▶ Price Based Strategies
- ▶ Added Value or Differentiation Strategy
- ▶ Sustaining strategic choices

Principles of finance

Undergraduate 3rd year

CLASS CONTENT

- ▶ Accounting tools
- ▶ Control the operating account
- ▶ How to fund the operating cycle
- ▶ How to finance Business
- ▶ How to build a budget
- ▶ Managing performance
- ▶ Financial Analysis

LEARNING OUTCOMES

- ▶ Read and understand a balance sheet
- ▶ Understand and analyse the results
- ▶ Control the operating funding
- ▶ Secure funding in the short, medium and long term Ensuring financial communication
- ▶ Develop the budget process
- ▶ Develop performance tools
- ▶ Diagnose strengths and weaknesses

- Liabilities: equity, reserves, debt...
- The different types of assets: fixed, circulating...
- Interpret a balance sheet: depreciation, stocks, consolidations...
- Revenues and operating expenses
- Parameters of decision support: the accounting in analytical approach
- Analyse the costs
- The business cycles
- Management of working capital
- Optimise cash
- Financial policy and corporate strategy
- Financial structuring: profitability models, corporate communications
- Evaluate an investment
- Construction of a budget and budgetary Control
- Use ratios
- Interpret the accounts
- Finalise the accounts

France as a tourist destination

Undergraduate 3rd year

CLASS CONTENT

- ▶ This class is designed to give students an overview of the tourism industry in France, the world's top tourism destination
- ▶ Students will learn about the historical and geographical contexts of tourism in France in order to gain a better insight into current tourism practices.
- ▶ Field trips to tourist sites and structures in the region will provide opportunities to meet with professionals in the field.

LEARNING OUTCOMES

- ▶ Understand terminology appropriate to the tourism industry
- ▶ Appreciate the scope and complexity of tourism industry in France
- ▶ Analyse tourism offer and demand in a town/region

- Panorama of tourism in France
- Major cultural tourism sites and their importance to French heritage
- Organization and structure of tourism in France
- Basic marketing and promotion principles applied to tourism
- Field trips

For example: Tourist Office in Vichy - spa establishment in Vichy - Clermont-Ferrand, historical centre

The European Union: Unity and Diversity

Undergraduate 3rd year

CLASS CONTENT

▶ This class is designed to give the student an insight into European culture, history and politics. With nearly 500 million citizens, the European Union is a combination of peoples and languages which over the centuries have been united, divided and reunited; In today's constantly changing world with improved communications and ease of travel, for business or pleasure, it is essential to be aware of the many different facets and components of the European Union.

▶ A series of lectures in tandem with student project work and student presentations.

▶ Bibliography and list of Internet resources provided in the first class.

LEARNING OUTCOMES

▶ The EU today

- Taking stock of prior knowledge/attitude about the EU. Giving an overview of what the EU is today. Brainstorming/quiz on present aspects of the EU

▶ The historical background

- Understanding the reasons for building a European community and how it developed.
- Europe after WWII
- The precursors to the EU
- The key treaties

▶ How Europe works

- Understanding the structure of the EU, The role of the different institutions, European elections

▶ The Euro zone

- Understanding EU monetary policy and the current issues surrounding it, The debate over the growth and stability pact

▶ Europe and its citizens

- Discussion of the "democratic deficit"
- Consumer protection, competition rules, health employment, environment, energy, transport, justice & home affairs

▶ Defining the role of EU in the world

- EU's relationship with the other world blocks: US, Russia, China, SE Asia etc
- Presentation & discussion of agriculture, trade, defence, aid, immigration and security policies

▶ European enlargement

- Awareness of current debate on the future of the EU

▶ European culture

- Presentation & discussion of cultural/social similarities and differences.

Research Project

Undergraduate 3rd year

CLASS CONTENT/ LEARNING OUTCOMES

▶ The aim of the class is to give the student an opportunity to carry out research on a business topic and to produce a written report which is defended orally at the end of the semester. This research can be done as the basis or foundation for a final year dissertation or thesis in the student's home university.

▶ The research project can be done in one or both semesters.

▶ The student should choose a subject which is in relation to his/her academic and professional objectives. The project should have a business and international orientation.

▶ The student will be required to do preparatory reading and manage his/her time in order to develop a working hypothesis and sufficient analysis.

▶ The student should choose a project tutor from the teaching staff who will guide the student throughout the project.

▶ The research project should necessarily be creative, original, thorough, precise and verifiable. It must respect Blaise Pascal university requirements and conventions

International Business

Undergraduate 3rd year

CLASS CONTENT

- ▶ Introduction
- ▶ Globalization
 - Multinational enterprises
 - Geography foundations
- ▶ Countries and regions of the world, Population and geography, Economic development and geography
 - Technology and globalization
 - Data sources and international research
- ▶ International Trade Policies and Institutions
 - Tools for trade policy
- ▶ Tariffs, Subsidies, Quotas, Local content mandates, Others
 - Purposes of protectionism
 - Benefits of free trade
 - History of world trade
 - Modern world trade (post WWII)
- ▶ Entering International Markets
 - Purposes of expanding into global markets
 - Entry strategies
- ▶ Exporting/Importing, Licensing/Franchising, Wholly owned subsidiaries

LEARNING OUTCOMES

- ▶ 1. Select and use appropriate sources to gather information and data needed for international business decisions (skills development)
- ▶ 2. Define key international business terms and concepts (content knowledge)
- ▶ 3. Identify how cultural variables affect business (content knowledge and skills development)
- ▶ 4. Discuss the different types of economic, political, and legal systems and their impact on business (content knowledge)
- ▶ 5. Compare and contrast major trade theories and trade policies and their effect on business (content knowledge)
- ▶ 6. Discuss international exchange rates and their effects on global business (content knowledge)
- ▶ 7. Critically analyze the opportunities and risks associated with international business activities (content knowledge and skills development).

Meeting France, Meeting French 1

Undergraduate 3rd year

CLASS CONTENT

- ▶ This class is designed to help students learn basic French in order to be able to communicate in everyday situations. This class will also enable students to appreciate cultural differences between France and their country of origin.

PRE-REQUISITES

- ▶ No previous knowledge of French is required to attend this class.

KNOWLEDGE

- ▶ Aspects of the French language which will be covered include:
 - Greeting
 - Presenting oneself and introducing others
 - Requesting information
 - Following instructions
 - Understanding and participating in exchanges in everyday situations etc.

SKILLS

- Improving pronunciation
- Building vocabulary
- Understanding basic grammatical structures
- Participating in role-plays
- Discovering French culture through the media

Meeting France, Meeting French 2

Undergraduate 3rd year

CLASS CONTENT

▶ The aim of this class is to consolidate and develop students' knowledge in everyday French.

PRE-REQUISITES

▶ A basic to intermediate level of French is required for this course. Students having successfully completed the class "Meeting France, meeting French 1" will attend this class.

KNOWLEDGE

- Widening vocabulary
- Enabling comprehension of specific details to improve intonation and fluency
- Using a variety of grammatical tenses correctly
- Increasing confidence as a user of French

SKILLS

▶ Students will develop skills in the following fields:

- Reading comprehension
- Listening comprehension
- Writing
- Speaking
- Knowledge of French civilisation
- Knowledge of French culture

▶ They will also be introduced to the concept of learning autonomy and to learning French through the media.

Meeting France, Meeting French 3

Undergraduate 3rd year

CLASS CONTENT

▶ The aim of this class is to help students progress in written and oral communication and to master advanced grammatical structures in a variety of contexts.

PRE-REQUISITES

▶ A strong level of French is required for this course.

KNOWLEDGE

- ▶ **Everyday life situations**
 - Oral expression (give your opinion, debate, telling a story, visiting a tourist attraction...)
 - Oral comprehension (TV and radio programmes...)
 - Written expression (letter writing, academic writing...)
 - To increase confidence as a user of French
- ▶ **Debate and role-plays**
- ▶ **Civilisation**
 - Different regions of France
 - French history
 - French literature

SKILLS

▶ Students will develop skills in the following fields:

- Reading comprehension
- Listening comprehension
- Writing
- Speaking
- Knowledge of French civilisation
- Knowledge of French culture

▶ They will also be introduced to the concept of learning autonomy and to learning French through the media.

GENERAL INFORMATION

TUITION FEES AND INSURANCE

- ▶ Students from universities which already have exchange agreements with Blaise Pascal University can register for one or two semesters on the International Business with French programme (depending on the number of places available). No fees are payable. Independent students may also apply, but tuition fees are applicable. Please contact us for details.
- ▶ Upon registration, all students are required to prove they have health insurance for the duration of their stay in France. If a student cannot provide such proof, then it is compulsory to take out the French student health insurance.

THE ACADEMIC YEAR

- ▶ The academic year consists of two semesters: the Fall semester and the Spring semester. On the International Business with French programme, the Fall semester starts in September and finishes in mid-December. The Spring semester goes from early/mid-February to late May/early June. There are two one-week breaks in each semester and a break between the end of the Fall semester and the start of the Spring semester.

THE CREDIT SYSTEM

- ▶ Academic achievements at the Blaise Pascal University are compatible with the American and European credit systems. The transcript shows the grades and the number of credits the student has been awarded.

TEACHING METHODS

- ▶ Teaching is carried out in various forms such as lectures, seminars, group work and independent study. Lectures are given in small groups and the students are encouraged to participate and ask questions. Attendance is, in general, compulsory and always recommended.
- ▶ In some classes students are required to present a paper, often in collaboration with one or two fellow students, at a seminar. Students are expected to participate in discussion. The paper normally carries some of the credits awarded to the class.

EXAMINATIONS

- ▶ A class may be examined in various ways. A written or oral examination plus presentation of a paper is a common type of examination. Typically, group papers are discussed in seminars towards the end of the semester and a written examination takes place at the end of the semester. Sometimes, continuous assessment is used and is based on compulsory attendance and participation throughout the semester.
- ▶ A student who fails an examination can re-sit the examination within a period of four weeks following the end of the semester.
- ▶ Cheating is severely punished. All incidents are reported to the Advisory Board of the Faculty and can lead to suspension or expulsion from the university.

NECESSARY PROCEDURES ON ARRIVAL

GET IN TOUCH WITH THE UNIVERSITY

- ▶ **PÔLE UNIVERSITAIRE LARDY**
1, avenue des Célestins
03200 VICHY
Tel.: + 33 4 70 30 43 61
or
Tel.: + 33 4 70 30 43 43

COMING BY TRAIN

The easiest way to get to Vichy is by train. The university is a 10-minute walk from the station.

- ▶ **If you need help, call the university:**
Tel.: + 33 4 70 30 43 61
or
Tel.: + 33 4 70 30 43 43

Come out of the station, turn left and walk! The university is about 100 metres on your right after the second set of traffic lights.

TAKING A TAXI

- ▶ If you're not feeling very energetic or if you've got lots of bags, you can take a taxi from the station:
Tel.: + 33 4 70 98 69 69

COMING BY PLANE

If you are coming by plane, you will arrive at Aéroport international de Clermont-Ferrand / Aulnat:
Tel.: + 33 4 73 62 71 00

- ▶ **FROM THE AIRPORT**
- Take the shuttle service or taxi to the railway station and then the train from Clermont Ferrand to Vichy.

ACCOMMODATION

Students receive full information about accommodation before arrival. Students are generally housed in one of the student halls of residence: Fully-equipped and furnished single studio apartments with bathroom and cooking facilities. Bed linen is provided. Private rental accommodation is also possible or staying with a local family for all or part of the semester.

STAYING IN VICHY

Vichy is situated in the centre of France, to the North of the Auvergne region and at the heart of the «Province du Bourbonnais», birthplace of the Bourbons.

Vichy is a town at the centre of a conurbation of 78,000 inhabitants. A Sub-Prefecture of Allier.

It enjoys an exceptional geographical environment along the banks of the river Allier, close to the Parc Régional des Volcans d'Auvergne (National Park), 55 km (34 miles) from the regional capital, Clermont-Ferrand.

Surrounded by many areas of natural beauty, with green parks and gardens, Vichy is a town in the countryside, but a real town with

a complete and very modern infrastructure offering a wide range of facilities and activities. While remaining true to its origins as an internationally known spa town (Vichy mineral water and Vichy beauty products are famous throughout the world), Vichy has begun to diversify its activities since the start of the 1960's.

In the field of sport, for example, it has created a vast dedicated complex, the Parc Omnisports (Sports Park) including the Centre International de Séjour (International Visiting Centre), and a new swimming centre which hosted the American Swimming Team prior to the 2012 London Olympics.



STAYING IN VICHY

During the recent years the town has joined its partners in a vast scheme to make Vichy a major European centre dedicated to beauty, health, wellness and leisure. Considerable investments have been made in the spa treatment /wellness sectors, business tourism, and hotels, in parallel with a very significant level of architectural renovation and the redevelopment of the town centre.

NUMBER OF INHABITANTS

26,500 (town centre)
78,000 (Greater Vichy conurbation)

ALTITUDE

263 m

REGION COUNTRY

Auvergne-Allier

CLIMATE

Continental, with considerable differences in temperature between winter (-5°C to 5°C) and summer (25°C to 30°C)

GEOGRAPHICAL SITUATION

Centre of France (Massif Central)
220 miles south of Paris

In town, not much snow but plenty in the surrounding countryside (55 minutes by car to ski resorts).



STAYING IN VICHY

ACCOMMODATION

A wide range of accommodation opportunities are available to international students at reasonable cost. From furnished individual studios, to shared flats or staying with a host family, the cost varies from about €300 to €400 per month depending on the type of accommodation. Students can also choose to stay in a student hall of residence either on or close to the campus (subject to availability).

Generally, most international students who are registered for two semesters and who are in rented accommodation receive a housing grant which, in general, amounts to between about €90 and €130 per month.



PRACTICAL INFORMATION

TELEPHONE

▶ In France, telephone numbers have 10 digits and begin with 0.

For example: 04 70 30 43 61

▶ When calling France from abroad, the international code for France must:

- Be dialled (00)
- Then the code from France (33)
- Then the last nine numbers (leaving out the first 0)

For example: 00 33 4 70 30 43 63

▶ When calling abroad from France, then the international code must be dialled (00) followed by the country code.

Example:

- For USA: 00 1...
- For Germany: 00 49...

OPENING A BANK ACCOUNT

Contact several banks in order to compare their services and charges.

It will take a while for your French bank account to be operational. You should plan to arrive with sufficient cash to cover daily expenses and have the use of an ATM if necessary.

▶ In order to open a bank account, you will require:

- Valid passport or residence permit

- Proof of fixed abode: copy of your lease or rent payment receipts
- Student card or proof of enrolment at Blaise Pascal University

▶ You should ask the bank for:

- Cheque book and/or bank debit card
- Some R.I.B. (Relevés d'Identité Bancaire) slips showing details of your bank account, available at your bank (mainly asked for whenever direct bank transfers are needed, e.g. paying bills)

LIVING EXPENSES

▶ Living expenses including rent, other bills, and entertainment can be anything from €400 to €600 per month depending on the student's lifestyle and the type of accommodation rented.

▶ Most rented accommodation enables students to receive a housing grant. During the first month, you will need extra money for rent deposits, for connecting electricity, gas, telephone and various other extras, especially if you are going to rent an apartment.

▶ You are strongly advised to open a bank account as soon as you arrive in France and to deposit enough money to cover all these initial expenses.

PRACTICAL INFORMATIONS

WEBSITES

SPORTS AND RECREATION

▶ Almost all sports and leisure activities are available in Vichy or the nearby area.

For example, all water sports can be done in Vichy itself (sailing, windsurfing, water-skiing...), downhill and cross country skiing are less than an hour away. Two golf courses (one in the centre of town!), tennis, squash...

▶ Vichy even has its own horse-racing track and show-jumping arena!

Of course, if you get too tired from doing too much sport, don't forget the hot water springs where you can relax and unwind!

ARTS AND CULTURE

▶ A magnificent opera house with plays, classical and modern concerts. Four cinemas. Two libraries. Museums.

▶ Vichy has regular exhibitions and conferences for all centres of interest.

There really is a lot to do in Vichy.

▶ Known as a resort town, with restaurants by the river and magnificent parks and gardens in the centre of town, Vichy attracts visitors as much by all the activities it has to offer as by the simple pleasure to be had of walking around the town and visiting the surrounding countryside.



USEFUL WEB-SITES

Please visit some of these web-sites. They will help you to get to know the university, the campus, the town of Vichy and the Allier department, as well as the beautiful region of the Auvergne. You will also find economic and business information together with details on sports and leisure and cultural and sporting events.

- ▶ www.lacc.univ-bpclermont.fr
- ▶ www.univ-bpclermont.fr
- ▶ www.vichy-universite.com
- ▶ www.ville-vichy.fr
- ▶ www.auvergnethermale.tm.fr/vichy/vichy.htm
- ▶ www.cr-auvergne.fr
- ▶ www.cyberbougat.net
- ▶ www.auvergne-net.com
- ▶ www.creps-auvergne.jeunesse-sports.gouv.fr
- ▶ www.ja-vichy.com
- ▶ www.cg03.fr
- ▶ www.auvergnethermale.tm.fr/vichy/loisirs.htm
- ▶ www.vichy.bestofcity.fr/files/index.asp
- ▶ www.destinationvichy.com
- ▶ www.congres-vichy.com
- ▶ www.franceview.com/vichy
- ▶ www.vichy-tourisme.com
- ▶ www.avichy.com
- ▶ www.vichy-auvergne.net
- ▶ www.crt-auvergne.fr
- ▶ www.vulcania.tm.fr

Welcome to
Blaise Pascal
University !



Continue your business
education, learn the
French language and
experience the way of
life in France

Programme Director : Geoffrey Heels
geoffrey.heels@univ-bpclermont.fr



Choose the opportunity to study
for one or two semesters in Vichy, France

INTERNATIONAL BUSINESS WITH FRENCH



UFR
langues appliquées
commerce
communication

Contact:

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