

COURSE CATALOGUE

2021 2022 BACHELOR Y3 S6 DIJON ECH



BURGUNDY SCHOOL OF BUSINESS - BACHELOR



Our Bachelor in Management is a 3- year programme designed to provide you with the essential skills needed in management, marketing and business while also developing your soft skills : agility, open-mindedness, creativity, entrepreneurial spirit and collective thinking.

Choosing BSB is choosing an International immersion, strong connections with the corporate world, Do and Learn-oriented pedagogy. Our teaching model and dedicated team allow us to provide each student with individual support.

INDIVIDUAL ATTENTION

At BSB we strongly believe that students thrive in an academic environment which focuses on personalised learning and customised support.



**Classroom courses -
no large lecture halls**



**An average of 35
students for one
teacher, and face to
face classes.**



Human-sized campus



The Hub: a dedicated space for School Support Services, Career Booster, Wellness Center and International Coaching

DIJON : MUCH-LOVED CITY

VOTED 2nd MAJOR FRENCH CITY WHERE IT'S GOOD TO STUDY

L'Etudiant ranking 2019

With 30,000 students, Dijon's attraction is not least its simple and economical lifestyle. Identified as one of the provinces with the most affordable student accommodation (*Indice 88 Unef ranking*)

A RICH CULTURAL LIFE

In Dijon you have 250 days of cultural mini-festivals: concerts, theatre, street shows, and the VYV festival *Les Solidarites* of which BSB is a partner

A SPORTS CITY

We hold the highest award for active cities and sports. 5 professional clubs operate at the highest level.

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1/ Modules

Semester 6		Hours	ECTS Credits
Foreign language 1 S6 : English		15	2
Foreign language 2 S6 : French, German, Italian, Spanish, Chinese.		15	2
Intercultural management and communication		21	4
Culture & society		21	4
Academic research methodology		30	4
Academic research paper			14
Final report (with optional intership)			8
Specialization			
Wine Tourism (Dijon) - in English	WT: Direct wine sales	30	3
	WT: Professional wine tourism experience	30	3
	WT: Tourism marketing	30	3
	WT: Viticulture, oenology, sensory analysis	30	3
International Business Management (Dijon) - in English	IBM: Administration	30	3
	IBM: Finance	30	3
	IBM: Human resources	30	3
	IBM: Strategy	30	3
Digital Management (Lyon) - in English	DM : Digital management experience	30	3
	DM : Fundamentals in creativity and innovation management	30	3
	DM : Tools and methods in digital management	30	3
	DM : Principles of digital marketing	30	3
Sustainable Business Management (Lyon) - in English	SBM : Green and sustainable finance	24	2
	SBM : Green communication and sustainable marketing	36	4
	SBM : Sustainability challenges and strategy	36	4
	SBM : Sustainability project experience	24	2
Total S6		222	50

BACH - Y3 S6 DIJON – Academic research methodology

Time volume (in hour): 30 **ECTS:** 4 **Semester:** Spring

Module's Manager: DITTER Jean-Guillaume

Description:

The Introduction to Research course is designed to help students prepare their thesis. (1) This course will allow students to learn how to formulate a problematic in relation to their specialization.

(2) They will learn to conduct bibliographic research (Learning Center), to read and mobilize various bibliographic resources in order to answer their problematic.

(3) They will work on various resources to learn how to differentiate them, how to use them, how to cite them while respecting the BSB presentation standards and editorial charter.

(4) Students will work on methods to synthesize resource contents and build a literature review.

(5) Finally, the methodology for the realization of a thesis will be reinforced: steps, planning, writing plan + the language of a scientific text.

BACH - Y3 S6 DIJON – Academic Research paper

ECTS: 14 **Semester:** Spring

Module's Manager: DITTER Jean-Guillaume

Description:

The Bachelor's thesis is a group project of synthesis (3 students) which aims to formulate a precise problem and to answer it by mobilizing various bibliographical resources among which scientific articles. About 20 pages are expected.

The realization of the thesis begins during the initiation to research course and continues until its finalization during the last week of semester 6.

BACH - Y3 S6 LYON - SBM: Sustainability Project Experience

Time volume (in hour): 24 **ECTS:** 2 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Description: Students have the opportunity to do a consulting project on behalf of an organization (company, start-up, NGO), taking their first steps towards sustainability or working with them to develop their sustainable practices. The objective of this course is to understand how these practices emerge and operate, and how stakeholders interact. This module offers the opportunity to visit exemplary companies within the sustainable development ecosystem and hands-on learning experiences brought to our campus.

Course content: - Sustainable development ecosystem - the business models in the era of sustainable development - the basics of circular economy Course structure: - 4 private company tours to discover associations, companies and startups - 1 sustainable development project: work with organizations along and across value chains to deliver impactful business solutions. - Project sessions (4): Ideation, acceleration, execution, control

Learning objectives: Being able to set up a basic entrepreneurial project under the sustainability goals.

BACH - Y3 S6 LYON - SBM: Green and Sustainable Finance

Time volume (in hour): 24 **ECTS:** 2 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Description: Students will learn the key concepts of socially responsible finance and corporate finance within the current financial markets' framework and understand opportunity and risk pertaining to global transactions in global environments.

Course content: - Risk management - Financial management - ESG integration - Socially Responsible Investing - Decarbonization of Investment portfolios

Learning objectives: To know the key concepts of green and socially responsible finance and to understand its challenges

Assessments:

Individual final exam - Individual executive summary 65%

Group continuous assessment - Collective oral presentation 35%

Skills:

BACH PS SBM - To master a professional competency in sustainable business management

BACH PS SBM 03 - To know the key concepts of green and socially responsible finance and understand its challenges

BACH - Y3 S6 LYON - SBM: Green communication and sustainable marketing

Time volume (in hour): 36 **ECTS:** 4 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Pre-requisites: Marketing Fundamentals Communication Fundamentals

Description: How to effectively communicate sustainability strategies and goals to internal and external stakeholders. Defend the use of sustainability as an aspect of marketing to enhance a company's brand and reputation.

Course content: - Sustainable Communication - Challenges of sustainable development for marketing. - Green market opportunities - Sustainable consumption - Green distribution - Concept and practices of "Nudge" and know how to take a critical look - Marketing tools for sustainable development - Apply marketing tools to a concrete case proposed by an organization

Learning objectives: - To know how to communicate about sustainability strategies and goals to internal and external stakeholders - To know how to define and implement a sustainable marketing strategy

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods: Seminars. Case studies. Discussion groups

Skills:

BACH PS SBM - To master a professional competency in sustainable business management

BACH PS SBM 04 - To know how to communicate about sustainability strategies and goals to internal and external stakeholders

BACH PS SBM 05 - To know how to define and implement a sustainable marketing strategy

BACH - Y3 S6 LYON - SBM: Sustainability Challenges and Strategy

Time volume (in hour): 36 **ECTS:** 4 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Description: This course introduces the global state, what needs to change and how to bridge the sustainability gap through rewiring the economy. It also investigates the impact of current global, economic, social and environmental pressures on business in a local and global context. Sustainability business strategy is the integration of economic, environmental and social aims into a firm's goals, activities and planning, with the aim of creating long-term value for the firm, its stakeholders and wider society.

Course content: - The Sustainable Development Goals (SDGs). - Business approach of SDGs. - Policy Instruments, International agreements - CSR, CER - Sustainable governance - Environmental strategy - Green supply chain

Assessments:

Individual continuous assessment - Quiz 30%

Individual continuous assessment - Individual case study 40%

Group continuous assessment - Collective oral presentation 30%

BACH - Y3 S6 DIJON - WT: Direct Wine Sales

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: COGAN-MARIE Laurence

Description: The students will learn how to welcome tourists in an efficient way in order to maximize visitors' satisfaction and build brand loyalty. They will acquire the basics of wine merchandising. They will learn how to create and manage a wine event or festival.

Learning objectives: Be able to design and manage a wine cellar effectively. Be able to design and implement a wine event/festival.

Skills:

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 02 - To be able to design and manage a wine cellar effectively

BACH - Y3 S6 DIJON - WT: Professional wine tourism experience

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: COGAN-MARIE Laurence

Description: 2 field trips (Jura & Burgundy) to discover the wines of each region, the wine industry of each region and the situation of WT of each region. This field work is complemented by a desk research task.

Learning objectives: Learn how to create & promote a wine tour in a specific region for a specific target market

Assessments:

Group final exam 100%

BACH - Y3 S6 DIJON - WT: Tourism Marketing

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: COGAN-MARIE Laurence

Description: This course explores the concepts and components of tourism marketing. It covers the various P's of tourism marketing and their relevance to wine tourism. It will teach the students how to develop the right marketing strategy for a wine tourism structure. It addresses the basics concepts of wine tourism and hospitality, wine and food festivals and wine tourism as a vehicle to build a brand image for the winery, a wine business, or a wine region. Specific focus areas include wine tourism visitor consumer behavior, the role of the winery cellar-door in wine marketing/distribution, the functions of wine routes/roads, wine region brand building, and wine and/or food festival event fundamentals and management.

Learning objectives: Learn the specificities of wine tourists' profile, their behavior and motivations Be able to define a marketing strategy for a wine tourism structure Be able to choose the right distribution channels Develop direct wine sales at the winery and use the cellar door strategy to promote the winery

Assessments:

Individual continuous assessment 20%

Individual final exam 30%

Group final exam 50%

Skills:

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 03 - To be able to formulate the right marketing strategy for a wine tourism structure or a wine event

BACH - Y3 S6 DIJON - WT: Viticulture, Oenology, Sensory analysis

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: COGAN-MARIE Laurence

Description: Learn the basics of oenology, viticulture and sensorial analysis

The objective of the module is to learn the basic oenology & viticulture techniques and the basics of sensorial analysis. This module is split in two sub-modules: oenology/viticulture and sensorial analysis. The first one deals with the basic oenology and viticulture techniques. At the end of the module the students should be able to recognize the viticulture effects that make a good wine. They will also be able to recognize different viticulture techniques and wines from different regions. The second sub-module consist in an introduction to wine tasting & sensorial analysis. The students should acquire the basic wine tasting techniques, be able to sell the sensorial aspect of wines. They will learn how to identify the components of wine and understand why they are important; understand one's palate and to respect the differences of others; learn how to professionally taste and analyze wine; and finally learn how to pair food and wine. At the end of the module, the students should be able to recognize the characteristics of sensory characteristics of varietal wines, conduct a sensory assessment of defects, detect deficiencies and diseases of wine.

Learning objectives: Goals. 1. Be able to recognize and properly verbalize the basic wine-related sensory sensations. 2. Be able to discriminate intensity levels for the basic wine-related sensory sensations. 3. Be able to recognize the main wine styles and to justify an aesthetic/quality judgment. 4. Be able to communicate wine sensory properties and quality dimensions to the customers.

Assessments:

Individual continuous assessment 50%

Individual final exam - Individual dossier 50%

BACH - Y3 S6 DIJON - IBM: Human Resources

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: MONIER Hélène

Description: Course contents include the following topics: > "Discover the major IHRM issues in organizations" > " Know the different fundamental areas of IHRM actions and develop a critical look at HRM practices and tools" > "Understand the complexity and the variables involved in cross-cultural HRM" > "Mobilize HR concepts and practices into case studies" > "Activate your soft skills, abilities to analyze and synthesize"

Course contents include the following topics: > Distinguish among various IHRM practices around the world. > Understand and mobilize the different HRM models and become aware of their impacts on work organization and people > Understand the steps of a recruitment process and the role of a manager in this process > Understand the issues of work recognition and employee compensation > Be familiar with the main concepts and practices of risk prevention and quality of working life in a global company; > Understand the variations in host-country labor relations systems and the impact on the manager's job and effectiveness. > Understand how leadership styles and practices vary around the world.

Learning objectives: BACH PS IBM 02 - To know key tasks and issues of international human resource management and understand their strategic importance to global companies Educational and operational objectives: acquisition of know-how and interpersonal skills > Analysis and synthesis skills: knowledge acquisition in IHRM, for a critical perspective, necessary for any HR manager > Technical skills: related to the reality of work: management tools (writing a job description, a job advertisement, conducting a compensation and remuneration plan, preventing risks...) > Relational and emotional competencies: animation, presentation of self, self-confidence

BACH - Y3 S6 DIJON - IBM: Administration

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: DITTER Jean-Guillaume

Description: The class introduces students to key issues in > International Contracts (12h) > International Business Operations (18h)

Learning objectives: By the end of the module you should be able to: > Deal with the administration of import/export operations, such as international payment and insurance and custom clearance, as well as understand the interface with logistics. > Demonstrate an understanding of the defining characteristics of contract law in international legal systems; > Engage in informed discussion about the advantages and disadvantages of harmonisation of contract law; > Understand their own systems of contract law through discussion and comparison with students from other legal systems.

Assessments:

Individual continuous assessment 60%

Individual continuous assessment 40%

Skills:

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 03 - To know tasks and issues of efficient global supply chain management, and the importance of adopting adequate international business contracts among the various parties

BACH - Y3 S6 DIJON - IBM: Finance

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: DITTER Jean-Guillaume

Description: This module aims at developing abilities to manage international operations, as regards to operational, fiscal and financial aspects. It is split into two sub-modules: • The first sub-module consists in an introduction to international finance, including financial sector regulation, risk management and basic forex risk hedging. • The second sub-module presents international taxation issues

First: Finance (18h) Students will deal with all the operational aspects of international operations management. Then, students will know the basics on international finance, risk management and basic forex risk hedging. At the end of the module, students should be able to deal with the administration of import/export operations, such as international payment and insurance and custom clearance, as well as understand the interface with logistics. Second: Taxation (12h) The module is intended to provide students with a general perspective of international taxation and how it could affect management decisions. It will focus on the fundamentals of international taxation. At the end of this sub-module, students should be able: 1. To understand the international taxation principles and key issues by integrating the international tax law into financial accounting and corporate finance, and 2. To develop a critical appreciation of the international framework, explain and evaluate how taxation influences corporate management. Contents: Finance (20h) 1.- Introduction to International Finance 2.- Management of import/export operations 3.- Exchange rates and basic forex risk hedging 4.- Risk management Taxation (10h) 1.- Introduction to international taxation 2.- Fundamentals of international taxation: The Permanent Establishment (PE) Concept 3.- Principles of transfer pricing 4.- General anti-avoidance rules and anti-tax haven legislation.

Learning objectives: To know key tasks and issues of international financial management and understand their strategic importance to multinational companies Knowledge on the major concepts and facts related to international monetary and financial relations from a dynamic (evolution through time) and global (open and interdependent economies) perspective Understanding of how markets operate, how they are organized, managed and regulated. Understanding of major financial issues for firms (micro and meso-level analysis) as well as for national/regional economies (macro-level analysis).

Assessments:

Individual continuous assessment 60%

Individual continuous assessment 40%

BACH - Y3 S6 DIJON - IBM: Strategy

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: DITTER Jean-Guillaume

Description: This class covers the following issues: > Understand why companies engage in international business. > Steps in global strategic planning and models available to direct the analysis and decision making involved. > Profile the types of strategies available to international managers—both on a global level and on the level of specific entry strategies for different markets.

This class covers the following issues: > Understand why companies engage in international business. > Steps in global strategic planning and models available to direct the analysis and decision making involved. > Profile the types of strategies available to international managers—both on a global level and on the level of specific entry strategies for different markets.

Learning objectives: General learning goal > Acquire skills and practices in international management
Specific learning goals > Identify the drivers, purposes and conditions of business internationalisation > Distinguish between the main types of international strategies > Assess the relative merits of different markets and market-entry modes > Assess the relative merits of various organisational structures with regards to business internationalisation

Assessments:

Group continuous assessment - Collective dossier 40%

Group continuous assessment - Collective case study 30%

Individual continuous assessment - Quiz 30%

BACH - Y3 S6 LYON - DM: Digital Management Experience

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Description: The nature of marketplaces is shifting from a B2C (where businesses sell to customers) to a C2C (where customers transact within a community), and this has warranted the rise of online platforms where these exchanges are facilitated. The objective of this course is to understand how these markets emerge and operate, and how users interact and transact. This module offers the opportunity to visit successful companies within the digital community and hands-on learning experiences brought to our campus.

Course content: - digital industry analysis - the business models in the digital era - the basics of collaborative economy - the dynamics of multi-sided platforms (sharing platforms),

Learning objectives: Being able to set up a basic entrepreneurial digital project

Assessments:

Group continuous assessment - Collective dossier 50%

Individual continuous assessment - Individual executive summary 25%

Individual continuous assessment - Individual dossier 25%

Skills:

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

BACH PS DM 04 - Being able to set up a basic entrepreneurial digital project

BACH - Y3 S6 LYON - DM: Fundamentals of creativity and innovation management

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Description: This course focuses on the different ways to manage creativity effectively and introduces the innovation management process mode. Innovation is one of the most challenging and critical activities for firms as it helps them to achieve greater differentiation and competitive advantages. Yet, innovation processes are highly uncertain and contingent on many environmental factors. In this course, students will learn about the management of both creativity and innovation activities within an organisation.

The main topics of this course will be: Design sprint, design thinking, knowledge management, brainstorming, creative group activities

Learning objectives: To know and understand the fundamental processes of creativity and innovation management To understand the dynamics of team work in innovation tasks To be acquainted with the most popular methods of creativity

Assessments:

Group continuous assessment 50%

Individual continuous assessment 50%

Skills:

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

BACH PS DM 03 - To know and to understand the fundamental processes of creativity and innovation management

BACH - Y3 S6 LYON - DM: Principles of Digital marketing

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Description: This course introduces the new marketing tools that have been enabled by digital technologies, and it highlights the evolution of the different marketing methods. It also introduces new theories about consumer behavior in the digital age.

The main topics of this course will be: the digital consumer behavior, the adoption of new technologies, the digital marketing planning, the digital advertising and the social media management (including community management).

Learning objectives: - To understand the main strategies in digital marketing. - To identify the specificities of consumer dynamics on digital platforms. - To analyze the performance of advertising campaigns on digital platforms - To understand the specificities of consumer behavior in a particular digital environment.

Assessments:

Group continuous assessment 50%

Individual continuous assessment 50%

Skills:

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

BACH PS DM 01 - To know and to understand the fundamentals of digital marketing strategies and digital consumer behavior

BACH - Y3 S6 LYON - DM: Tools and methods in digital management

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: DE MIGUEL DE BLAS Marta

Description: New digital technologies have deeply reshaped marketing methods and practice over the last decade and have led to a drastic change in the quality and quantity of information we are able to store, access, and analyze. This course explores several aspects of the new digital management tools. There are many important aspects of the digital development that are important to consider, such as digital marketing analytics, content creation, coding skills, and visual and web design techniques.

The main topics of this course will be: Google analytics, the basics of coding, the basics of web design and video post-production

Learning objectives: - To understand how big data and analytics can be used. - Know how to use the different digital tools in business

Skills:

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

BACH PS DM 02 - To know how to use digital tools

BACH 3 LANGUES - BACH 3 Business English S6

Time volume (in hour): 15 **ECTS:** 2 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Description: Leading a Discussion/Meeting, Active listening, Participation Can lead an extended discussion/meeting focusing on essential information in an interactive way. Can follow oral information given and actively participate in the subsequent exchange of knowledge. Business Writing Can write up a short summary based on current business subjects (note-taking) Can create an attractive and language correct flyer Extended Note Taking: Can identify major elements and take effective notes about various business radio reports and conversations. Business English: Building business vocabulary, written and oral comprehension skills

See calendar

Learning objectives: To lead a Discussion/Meeting To improve active listening To lead an extended discussion/meeting focusing on essential information in an interactive way. Can follow oral information given and actively participate in the subsequent exchange of knowledge. Business Writing Can write up a short summary based on current business subjects (note-taking) Can create an attractive and language correct flyer Extended Note Taking: Can identify major elements and take effective notes about various business radio reports and conversations. To build up business vocabulary, To improve written and oral comprehension skills

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 50%

Individual continuous assessment 20%

Skills:

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.01 - To know how to communicate in english in a professional situation

BACH 3 LANGUES - BACH 3 Chinese S6

Time volume (in hour): 15 **ECTS:** 2 **Semester:** Spring

Module's Manager: GRUNZIG Ina

Description: L'approche de la matière se fera de multiples façons: textes inconnus, exercices d'audition, supports visuels, bandes sonores, BD, vidéo, etc. '

Chaque leçon aura un thème, parfois très large, sur la culture chinoise, des traditions, l'Histoire, la langue, des légendes, etc. ' et des points de grammaire très précis et pointus (aspects duratifs des verbes, sens dérivés des compléments complexes de direction, adverbes corrélatifs, particules passives, phrases relatives, etc. ')

Learning objectives: Ce cours vise à amener l'apprenant à parler et à comprendre avec une plus grande facilité la langue chinoise. Il lui permet également de pouvoir lire des textes sur des sujets variés à l'aide d'un dictionnaire, ainsi que de rédiger des textes courants. De plus, les points grammaticaux les plus importants ainsi que les notions des particularités grammaticales et lexicales du chinois sont vus, afin de permettre à l'apprenant de poursuivre seul son apprentissage par la suite.

Skills:

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

BACH 3 LANGUES - BACH 3 Deutsch S6

Time volume (in hour): 15 **ECTS:** 2 **Semester:** Spring

Module's Manager: CASEAU Cornelia

Description:

Intensives Training der für den "concours" erforderlichen Kompetenzen anhand von Dialogen des vergangenen Jahres: Hörverstehen, schriftliche Notizen, Vorbereitung der Synthese und des Kommentars, mündliche Präsentation, Diskussion; Gruppenarbeit sowie individuelles Coaching

Learning objectives: Der Lernfortschritt hängt vom Niveau der Gruppe ab.

Assessments:

Individual continuous assessment - Individual oral presentation 30%

Individual continuous assessment - Oral participation 10%

Individual continuous assessment - Written exam 30%

Individual continuous assessment - Quiz 30%

BACH 3 LANGUES - BACH 3 Français S6

Time volume (in hour): 15 **ECTS:** 2 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Description: Ce module est un enseignement du français langue étrangère à visée professionnelle : commerce et affaire. Le module vise à amener l'étudiant à produire un discours simple et cohérent, agir et interagir sur des sujets personnel, public et professionnel dans un contexte français à l'oral et à l'écrit.

Lexique : - Le monde professionnel : l'entreprise, la coopération commerciale, les foires industrielles , les voyages d'affaire, - La vie quotidienne : les loisirs, les achats, les transports en commun - Les événements : rencontres, incidents, accidents, phénomènes naturels - Les médias : les programmes télévisés, les journaux, Internet **Grammaire :** - Les temps du passé : le passé composé ou imparfait, le plus-que-parfait, le discours rapporté au passé - La concordance des temps - Le subjonctif - Le passif - La syntaxe de la phrase complexe

Learning objectives: L'apprenant doit être capable : - d'utiliser le vocabulaire thématique varié sur des sujets tels que : le travail, le monde de l'entreprise, les voyages d'affaire, la coopération commerciale - de maîtriser les formes grammaticales indiquées dans le contenu détaillé du module - résumer une source d'informations factuelles : en faire le rapport, justifier des actions et de donner son opinion - de comprendre en audiovisuel une information factuelle : travail, voyage d'affaire, coopération commerciale

BACH 3 LANGUES - BACH 3 Italiano S6

Time volume (in hour): 15 **ECTS:** 2 **Semester:** Spring

Module's Manager: POUX-MOINE Sandra

Description: BACH Italiano 6 - Società, Cultura e Economia

Il corso prevede una preparazione che dia allo studente la possibilità di "conoscere" in maniera approfondita diversi aspetti attuali della "cultura, società ed economia italiana". Il tutto si svolgerà facendo parallelamente un lavoro di ripasso grammaticale e lessicale (sulla base dei problemi che emergono durante le esercitazioni).

Learning objectives: LG3 GK/GS-07.1 Understand and communicate in foreign languages Corso indirizzato agli studenti iscritti al secondo semestre del terzo anno Bachelor. Le lezioni ruotano attorno ai fatti che caratterizzano l'attualità italiana. Il corso mette l'accento sulle attività pratiche.

BACH 3 LANGUES - BACH 3 Espanol S6

Time volume (in hour): 15 **ECTS:** 2 **Semester:** Spring

Module's Manager: POUX-MOINE Sandra

Description: BACH 3 Español 6

1)Ejercicios de comprensión oral. 2)Debates de los temas. Preguntas, expresión de ideas, expresión de desacuerdo y acuerdo, comentarios, etc. 3)Realización de apuntes. Para cada temas, se debe realizar una ficha de datos y resumen. 4)Ejercicios de vocabulario. Ejercicios para practicar y conocer vocabulario relacionando con los temas tratados. Vocabulario Español y Latinoamericano. 5)Ejercicios de gramática. Ejercicios para practicar los tiempos gramaticales y su uso.

Learning objectives: El alumno trabajará con contenidos sobre la actualidad en el mundo hispanohablante para mejorar sus diversas competencias lingüísticas. Practicará su comprensión oral por medio de audios y videos. Desarrollará su expresión escrita y su comprensión escrita al realizar resúmenes y apuntes de los temas escuchados.

Methodology:

Teaching tools: CD - Support Audio. E-learning. Fascicule. Course support

Pedagogical methods: Critical analysis. Discussion groups. Oral presentations. Debates. Free discussion around a theme

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 30%

Individual continuous assessment 30%

Individual continuous assessment 10%

BACH - Y3 S6 ENGLISH DIJON - Intercultural Management and Communication S1

Time volume (in hour): 21 **ECTS:** 4 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Description:

Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They can therefore approach intercultural management during the sessions through exercises and situations from other cultures.

lectures, discussions, critical incidents, role plays, case studies

Learning objectives: PGE GK 06 to be able to communicate in foreign languages make the students more communicative in a foreign culture and team building

Assessments:

Individual continuous assessment 30%

Group continuous assessment 30%

Group continuous assessment 40%

BACH - Y3 S6 ENGLISH DIJON – French culture & society

Time volume (in hour): 21 **ECTS:** 4 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Description:

A panorama of today's French culture and society: The family, work and employment, entertainment, religion, education, the institutions...

Assessments:

- Individual assessment – 50%
- Individual assessment – 50%

BACH - Y3 S6 ENGLISH DIJON – Final report (with optional internship)

ECTS: 8 **Semester:** Spring

Module's Manager:

Description:

The final thesis is a thematic research and analysis about one topic in relation with the academic disciplines that have been studied in the Bachelor programme at Burgundy School of Business. The final thesis is considered as a conclusion to the 3 years of studies in marketing, management, and international business. It must be carried out with relevant academic references and examples of companies' experiences.

These Guidelines specify how to prepare, organize, and finalize the needed work, from the topic selection to the publishing of the paper