

COURSE CATALOGUE

2022 2023 BACHELOR Y3 S5 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.

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1/ Modules

Semester 5	Hours	ECTS Credits
Ecological transition	27	4
Strategy, SME and entrepreneurship	27	4
Financial and economic news	27	4
Organisational behaviour	15	3
Career week (Bootcamp)	15	3
Marketing Case studies	27	4
Leadership and project management	27	4
Intercultural management and communication	21	4
French culture & society	21	4
Foreign language 1 S5 : English	13,5	2
Foreign language 2 S5 : French, German, Italian, Spanish, Chinese.	13,5	2

BACH - Y3 S5 ENGLISH - Intercultural Management and Communication S1

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

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 S5 ENGLISH – French culture & society

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

Module's Manager: TALPAIN Iryna

Description:

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

Assessments:

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

BACH - Y3 S5 ENGLISH – Ecological transition

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: DE MIGUEL DE BLAS Marta

Description:

The Ecological Transition module aims to provide students with a solid theoretical knowledge within the main disciplines involved in managing the ecological transition, in order to build the skills expected in their future profession (collective intelligence, autonomy, responsibility, teamwork, interpersonal skills, uncertainty management...).

The content of this module includes both theoretical knowledge on the issues of the ecological transition (physical science, humanities, economics, ecology) and practical know-how (developing one's personal project, developing tools to help analyze opportunities, etc.).

This learning process should allow students to intervene in the action in the most relevant way possible, based on the understanding of the context and of all the issues (technical and socio-ecological).

Assessments:

- Collectif game - 25%
- Individual quiz – 50%
- Individual assessment – 25%

BACH - Y3 S5 ENGLIS - Marketing Case Studies 2

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: DUNCAN Allen Scott

Description:

The course takes a deeper look at the role of marketing in organization problem solving practices. Through the analysis of real-life cases one will study how the functions of marketing impact the challenges that arise between an organization and its various stakeholders. The course will deal with different cases that study one or more marketing concepts like a situational analysis; targeting, segmenting, & positioning; and the marketing mix.

Learning objectives: Examine the role of marketing in organization problem solving practices. Analyze real-life case studies. Compare and contrast different organizational marketing situations.

Assessments:

Group continuous assessment - Collective dossier 50%

Individual continuous assessment - Individual case study 50%

Skills:

BACH GK 04 - To know the main commercial and marketing tools

BACH GK 04.02 - To know the main concepts and tools concerning marketing and to know how to use them

BACH GK 04.03 - To know the main concepts and tools to be able to build a marketing strategy

BACH - Y3 S5 ENGLISH – Strategy, SME and entrepreneurship

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: REBOUD Sophie

Description:

The "SME Strategy and Entrepreneurship" course offers the possibility of discovering the world of SMEs by linking three key areas that make up the professional life of their leaders: the development and steering of strategy, the management of an SME and the entrepreneurial action that allows its development. This course aims to provide the first tools of analysis and action to confront the reality of managing a company. It is open to all those who are interested in professional activities based on taking strategic, managerial and entrepreneurial responsibility in medium and small size structures (SME)."

BACH - Y3 S5 ENGLISH – Leadership and project management

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: Valérie BALLEREAU

Description:

“Leading with sens for becoming agile in order to change the world”

Intended learning Outcomes :

- Understand and analyse leadership styles
- Understand and analyse the basics of Teams management Efficiency
- Learn and Apply Agile Project Management Method

Main Themes : Creative thinking, Design Thinking, Ethical and relational Leadership, Agile Project Management, Teams Efficiently

Assessments :

Group continuous assessment - 30%

Individual continuous assessment - 70%

Skill :

Action Learning Method bases on experimental Pedagogy : leadership workshop through horsecoaching, Marshmallow Challenge, Prototyping Solutions to change your world....

BACH - Y3 S5 ENGLISH – Career week (Bootcamp)

Time volume (in hour): 15 **ECTS:** 3 **Semester:** Autumn

Module's Manager: HUET Nathalie

Description:

This module, based on testimonies from professionals and alumni, allows students to discover sectors of activity, professions and the skills required to practice them. The teacher will use the testimonials to describe the training paths. Based on these presentations, each student will be asked to research the expectations of companies, the evolution of these expectations, as well as the emerging functions and professions. At the end of this module, the students will have defined their professional project, taking into account the skills to be developed and that are required by companies according to the professions and sectors of activity, with the objective of direct integration into the job market at the end of the Bachelor's degree or the continuation of their studies in a Master's degree.

BACH - Y3 S5 ENGLISH - Financial and economic news

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: ASHTA Arvin

Description:

The aim of this course is to foster critical thinking of future managers and business actors, to decypher important international and global issues, a necessary skill in today's firms' strategies (decision to relocate or settle in a country or region, knowledge of the economic, political and social environment of MNF and subsidiaries). The special focus on data research and analysis as well as the development of oral and written presentation skills also aims at preparing students to activities of country risk management and business intelligence, more and more crucial specializations in an increasingly interdependent environment.

Based on the news, the following subjects can be treated:

1. Monetary and financial economics
2. Financial system architecture, especially in the wake of new technologies.
3. Principal Financial markets and principal Financial products
4. Banking system (role of banks, money creation, central bank, lender of last resort)
5. International Monetary problems: exchange rate, Balance of Payments)
6. International Financial problems (crisis, bank regulation and international finance)

Assessments:

2 Quizzes 5%

5 group works 30% (Active Learning)

Final individual term paper 65%

BACH - Y3 S5 ENGLISH - Organisational Behaviour

Time volume (in hour): 15 **ECTS:** 3 **Semester:** Autumn

Module's Manager: HERNAN GONZALEZ Roberto

Description:

The experimental method has recently become an indispensable, but still controversial tool in the manager's toolbox. This course offers a view in the promises and pitfalls of the experimental approach in management and business, with a focus on 10 items related to decision making. The course tries to make a strong case of the need for experimentation based on game theory in management and business. The following table reports the 10 items, together with a brief description. On each item the relevant experimental literature is discussed, together with other (biased) observation techniques. Course based on experimental methods in economics and psychology : hot (laboratory) experiments, cold (strategy method) experiments, field experiments (as part of a team project). At the end of this course, students will know : That « common sense » is not a research method What are the research methods to study behavior That you have to try to walk in your neighbor's shoes That you should always evaluate the consequences of all interaction between people That we can have an influence on the others What is trust, envy, manipulation, motivation...

The teaching hours will consist in a mixture of lectures, experiments, films and case study discussions, project work and field experimental work, on each item (each listed item is overviewed through all these methods). The lectures will give students the opportunity to learn about new experimental tools to study fundamentals of decision making and to understand how and when they should be used by a manager. They will familiarize students with dealing with uncertainty about human reactions in several decision problems and show them general facts about behaviour. The lab experiments will show students how proper data about people can be collected, how to avoid declarative problems, how to be surprised about own reactions and to take them into account. The film and case study discussions will help students to deeply understand the day-to-day behavioural issues in managing people. The project work will give students the opportunity to put into practice all terms and tools they are learning in a decision problem, will give them the opportunity to exchange within a group and to peer evaluate their knowledge and skills and will allow them to construct a lab experiment with people. The field experiments are closely related to the project work and will familiarize students with collecting data without biases, choosing the right method, interpreting data and formulate recommendations. 10 items Focal point : motivation Between two classes: think about strategy into a game Each class : theory plus laboratory experiment From October until December: teamwork on a project

Learning objectives: Take into account perceptions about others and about others' perceptions... This module will give students the opportunity to explore the experimental method in management decision making, in order to state unbiased conclusions, to analyse interactions, to understand behaviour. Each topic will allow students to understand a new issue related to behaviour and decision making in business (as indicated in the course content). In addition to these and generally speaking, at the end of the module, they should be able to: • Understand the principles of the experimental method and the need to use it in management. • Develop a lab or a field experiment to study a behavioural issue • Understand and analyse behaviour and relation to contexts • Reason logically and work analytically on human interactions in business • Justify conclusions using economic and psychological arguments with appropriate rigour.

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 3 LANGUES - BACH 3 Deutsch S5

Time volume (in hour): 13,5 **ECTS:** 2 **Semester:** Autumn

Module's Manager: CASEAU Cornelia

Description:

Behandlung aktueller Themen aus den Bereichen Wirtschaft, Gesellschaft, Politik und Kultur anhand von authentischen Unterlagen

Internationale Unternehmen; Europa aktuell; Deutschland-Frankreich; Immigration; Politik; Ökologie und Ökonomie; Wirtschaft und Globalisierung; Österreich und die Schweiz; Presse

Learning objectives: LG3 GK/GS- 7.3 Put into practice international business culture: - Fähigkeiten und Kenntnisse, um in einem internationalen Unternehmensumfeld zu agieren: allgemeine Kenntnisse über Europa und die EU; Analyse aktueller Themen aus den Bereichen Wirtschaft, Gesellschaft, Kultur und Politik; Vertiefung der geografischen und geschichtlichen Kenntnisse zu Deutschland; Verständnis von authentischen Materialien. - Durchführen von Präsentationen, Erstellen von schriftlichen Unterlagen (Präsentationen, Zusammenfassungen, Berichte) - Umfang, Art und Anzahl der Kurs Themen hängen von der jeweiligen Gruppe und deren Sprachniveau ab. 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 Chinese S5

Time volume (in hour): 13,5 **ECTS:** 2 **Semester:** Autumn

Module's Manager: GRUNZIG Ina

Description:

Interculturelle --- la langue chinoise des affaires

Il s'agit d'un enseignement de la langue chinoise, spécialisé dans les domaines économique et commercial. Objectifs pédagogiques (selon les niveaux) : conversations simples dans le milieu des affaires chinois, exposé d'un projet ou d'un bilan, entretiens, négociation.

Learning objectives: Put into practice international knowhow and skills

Individual continuous assessment x30%

Individual continuous assessment x30%

Individual continuous assessment x30%

Individual continuous assessment x10%

BACH 3 LANGUES - BACH 3 Français S5

Time volume (in hour): 13,5 **ECTS:** 2 **Semester:** Autumn

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

Assessments:

Individual continuous assessment 20%

Individual continuous assessment 40%

Individual continuous assessment 30%

Individual continuous assessment 10%

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 Italiano S5

Time volume (in hour): 13,5 **ECTS:** 2 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Description:

Corso indirizzato agli studenti iscritti al terzo anno Bachelor. Il corso, che si sviluppa intorno al tema degli affari internazionali, prevede sia una parte teorica che delle attività pratiche.

Il corso offre una preparazione avanzata nel campo dei rapporti internazionali che coinvolgono l'Italia e le imprese italiane. Le competenze acquisite consentiranno allo studente di analizzare, interpretare, valutare e gestire i vari aspetti (ad esempio i processi di globalizzazione) nei quali si focalizza la dimensione internazionale dei fenomeni politici, giuridici, economici e sociali.

Learning objectives: LG3 GK/GS-07.1 Understand and communicate in foreign languages

Assessment :

Individual continuous assessment - Simulation game 50%

Group final exam 50%

BACH 3 LANGUES - BACH 3 Business English S5

Time volume (in hour): 13,5 **ECTS:** 2 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Description:

Speaking to Create Interaction, Active listening, Participation Can lead a presentation 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 report, analyse and support personal opinion. 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.

Learning objectives: Objectives of this course: To improve speaking skills to create interaction To improve active listening skills To lead a presentation focusing on essential information in an interactive way To follow oral information given and actively participate in the subsequent exchange of knowledge To work on writing skills To write up a short report, analyse and support personal opinion To 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

Assesment :

Individual continuous assessment x50%

Individual continuous assessment x30%

Individual continuous assessment x20%

BACH 3 LANGUES - BACH 3 Espanol S5

Time volume (in hour): 13,5 **ECTS:** 2 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Description:

Se trata de un "curso de español por tema", que se articula alrededor del tema Negocios Internacionales en España y América Latina. El curso se dirige a la eventual integración del estudiante en una empresa internacional a través de una introducción a los elementos de estudio de la problemática internacional, y de una revisión de los actores y protagonistas en el escenario internacional actual. La revisión continua de gramática y vocabulario es parte del curso, pero esta revisión se hace a partir de los temas propuestos en el programa.

1. Las Negociaciones. 2. Las diferencias culturales en los negocios internacionales. 3. Las consideraciones interculturales. 4. La cumbre internacional. 5. Políticas de importación. 6. El mercado Actual. 7. La feria. 8. Los Salones.

Learning objectives: Put into practice international business culture. Ofrecer al alumno las herramientas conceptuales del contexto internacional para un análisis y diagnóstico riguroso y metódico de la problemática internacional. Y por último debatir sobre algunos problemas internacionales como : los intercambios económicos, el problema ecológico, el terrorismo, etc.

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 30%

Individual continuous assessment 30%

Individual continuous assessment 10%