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INSTITUT UNIVERSITAIRE DE
TECHNOLOGIE VALENCIENNES •
CAMBRAI • MAUBEUGE



Université
Polytechnique
HAUTS-DE-FRANCE

BACHELOR IN
INTERNATIONAL TRADE
& BUSINESS
ADMINISTRATION



ACADEMIC YEAR 2021-2022

BACHELOR IN INTERNATIONAL TRADE & BUSINESS ADMINISTRATION

Academic year 2021-2022

AUTUMN SEMESTER

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Corporate Culture and Technology	Sandrine MALAQUIN	2 ECTS	3
International Marketing	Hugo DUBUISSEZ	4 ECTS	5
European Accounting and Anglo-Saxon Methods	Florence BARBIEUX	4 ECTS	6
International Business Law	Eli AOUN, Ph.D. student in Private Law	4 ECTS	7
International Taxation	Ludovic VIGNERON, Ph.D. in Finance	4 ECTS	8
International Logistics	Benjamin DUMINY	4 ECTS	9
Business English	Faihza BERBACHE VANLATON	3 ECTS	16
French for Beginners/Intermediate/Advanced	Virginie LESAGE NOIRET	3 ECTS	17
Mentored group project	Isabelle VAN RENTERGHEM	2 ECTS	18
		TOTAL 30 ECTS	

SPRING SEMESTER

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Economics and European Institutions	Sandrine MALAQUIN	2 ECTS	10
Intercultural Communication	Jonathan CLIFTON, Ph.D. in Applied Linguistics	2 ECTS	12
International Operational Management	Sandrine MALAQUIN	4 ECTS	13
International Trade Methods	Thi Muoi LE, Ph.D. in Management Science	4 ECTS	14
Financial Analysis	Florence BARBIEUX	4 ECTS	15
Business English II	Faihza BERBACHE VANLATON	2 ECTS	16
French for Beginners/Intermediate/Advanced II	Virginie LESAGE NOIRET	2 ECTS	17
Mentored group project	Isabelle VAN RENTERGHEM	3 ECTS	18
Work Placement		10 ECTS	20
		TOTAL 33 ECTS	

AUTUMN SEMESTER

Code	
Title	CORPORATE CULTURE AND TECHNOLOGY
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn semester
Number of ECTS credits allocated	2 ECTS
Name of lecturers or teachers	Sandrine MALAQUIN
Learning outcomes	<p>CHAPTER 1 - ENTERPRISE AND INNOVATION <u>LEARNING SUMMARY</u> -what is meant by “innovation” and intellectual property -the nature and importance of: Patents, copyright, designs, trademarks</p> <p>CHAPTER 2 - ICT SUPPORT FOR BUSINESS <u>LEARNING SUMMARY</u> *administration -the nature and role of administration -how data needs to be secure -the main points of data protection law *the work environment -the main types of work environment -ergonomics and other developments in the work environment -the legal framework that affects work in its environment *support for the work environment -the variety of computers in work -how electronic communications support work -the effects of changing systems in work</p> <p>CHAPTER 3 - OPERATIONAL STRATEGIES: INNOVATION <u>LEARNING SUMMARY</u> -the importance of innovation and research and development to the competitiveness of larger business -the costs and risks of innovation and research and development -the implications of innovation to finance, marketing and human resources</p> <p>CHAPTER 4 – THE RELATIONSHIP BETWEEN BUSINESS AND THE TECHNOLOGICAL ENVIRONMENT <u>LEARNING SUMMARY</u> -analyse the nature and scope of technological change on business -assess the effects of technological change on business -evaluate the strategies that business might adopt in response to technological change</p>
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	No specific prerequisites

Course content	Chapter 1 - enterprise and innovation chapter 2 - ict support for business Chapter 3 - operational strategies: innovation Chapter 4 – the relationship between business and the technological environment
Recommended or required reading and other learning resources/tools	--
Planned learned activities and teaching methods	Active method, discovery of concepts: students study the documents to answer questions
Assessments methods and criteria	Two evaluations: - An oral presentation where the student presents an innovation - A written examination on the concepts studied in class
Language of instruction	English

Code	
Title	INTERNATIONAL MARKETING
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn semester
Number of ECTS credits allocated	4
Name of lecturers or teachers	François CUDEL
Learning outcomes	Knowledge and understanding of current international trade developments Capability to implement marketing concepts and techniques in a international environment
Mode of delivery (face-to-face/distance learning)	Face to face
Prerequisites and co-requisites	Knowledge of marketing
Course content	<ol style="list-style-type: none"> 1. International marketing and international trade 2. Basics of international marketing 3. Political and legal environments 4. Global trade opportunities 5. E-commerce and international e-commerce 6. Developing international trade strategies 7. International branding strategies 8. Marketing-mix at the international level
Recommended or required reading and other learning resources/tools	<p>(2016) international marketing 17th edition, <i>by pervez ghauri and philip r. Cateora</i>. Ed. Mc-graw-hill higher education</p> <p>(2014) global marketing, 6th edition, <i>by svend hollensen</i>. Ed. Pearson</p> <p>(2014) global marketing, 8th edition, <i>by warren j. Keegan and mark c. Green</i>. Ed prentice hall.</p> <p>International marketing. Http://www.zainbooks.com/books/marketing/international-marketing.html</p>
Planned learned activities and teaching methods	<p>Powerpoints</p> <p>Videos</p> <p>Complementary articles</p> <p>Short case studies given by the professor</p>
Assessments methods and criteria	<p>Session feedbacks 20%</p> <p>Starting session short exams 30 %</p> <p>Final theoretical assessment 15%</p> <p>Final case study with documentation 35%</p>
Language of instruction	English

Code Title	EUROPEAN ACCOUNTING AND ANGLO-SAXON METHODS
Type (compulsory/optional) Cycle (short/first/second/third)	Compulsory First
Year of study when the component is delivered (if applicable) Semester when the component is delivered	2021-2022 academic year Autumn semester
Number of ECTS credits allocated Name of lecturers or teachers	4 ECTS François CUDEL
Learning outcomes	Understand differences between cash accounting and accrual accounting Understand the core logics of accounting Capability to establish simple balance sheet and income statement in an international format Capability to register basic operations
Mode of delivery (face-to-face/distance learning)	Face to face
Prerequisites and co-requisites	Knowledge of national GAAPs
Course content	1 Accounting and reporting on a cash flow basis 2 Ledger accounting 3 Bookkeeping 4 Balance sheet 5 Income statement 6 Accruals 7 Current development in accounting: IFRS
Recommended or required reading and other learning resources/tools	Reference books Financial Accounting and Reporting – Sixteenth Edition PEARSON (2013) Mastering Financial Accounting Essentials Stuart A. McCrary WILEY FINANCE (2010) Useful website www.accountingcoach.com
Planned learned activities and teaching methods	PowerPoints Videos Case studies given by the professor
Assessments methods and criteria	Session feedbacks 15% Between session personal work 15% Starting session short exams 20 % Final exam 50%
Language of instruction	English

Code	
Title	INTERNATIONAL BUSINESS LAW
Type (compulsory/optional)	compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn semester
Number of ECTS credits allocated	4 ECTS
Name of lecturers or teachers	Eli AOUN, Ph.D. student in Private Law
Learning outcomes	<p>The main objective of the lecture is to get a general understanding of International Business Law as a set of rules dealing with cross-border legal relationships between private operators. International Business Law is an essential legal aspect of international economic activities.</p> <p>The objective is not to become a perfect Lawyer in International Business Law's field but:</p> <p>1°) to be aware of cross-border economic activities' legal context and main issues;</p> <p>2°) to have an understanding of International Business Law main tools – that is to say legal sources (incl. rulings and awards) and most common rules of law (incl. their implementation)</p>
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and co-requisites	General knowledge of contract law
Course content	<p>Item 1: IS THERE AN INTERNATIONAL BUSINESS LAW?</p> <p>Item 2: WHAT ARE THE SOURCES OF INTERNATIONAL BUSINESS LAW?</p> <p>Item 3 : THE LAWS GOVERNING INTERNATIONAL CONTRACTS</p> <p>Item 4: INTERNATIONAL BUSINESS LITIGATION</p>
Recommended or required reading and other learning resources/tools	--
Planned learned activities and teaching methods	--
Assessments methods and criteria	<ul style="list-style-type: none"> - Weekly course participation (oral participation throughout the semester) - Oral presentation (on pre-defined topics) - Written test (on the course content)
Language of instruction	English

Code	
Title	INTERNATIONAL TAXATION
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn Semester
Number of ECTS credits allocated	4 ECTS
Name of lecturers or teachers	Ludovic VIGNERON, Ph.D. in Finance
Learning outcomes	<p><i>Knowledge and understanding</i> The student must</p> <ul style="list-style-type: none"> - demonstrate knowledge and understanding of the basic principles of international taxation ; - demonstrate knowledge and understanding of the OECD model ; - demonstrate understanding of the international tax practices and its impact on the global economy. <p><i>Skills and abilities</i> The student must</p> <ul style="list-style-type: none"> - demonstrate the ability to analyse and solve a case study with his integrated knowledge; - demonstrate the ability to do some basic research about a new but related subject and to make a presentation about it to other students.
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	None
Course content	Basic principles of international taxation Oecd model tax convention International tax planning Beps
Recommended or required reading and other learning resources/tools	None
Planned learned activities and teaching methods	The course will consist of 4 sessions of 4 hours, followed by a final exam. Course materials will be handed out every session. The course is highly interactive and is based upon a PowerPoint and multimedia.
Assessments methods and criteria	Evaluation : small exams and final exam Every session will start with a small exam (15 minutes) about the previous session. Students have to obtain at least 10/20. If not, the student will have to make the exam again at the start of the next session until he obtains 10/20. 30% of the final grade consists of the small exams. The small exams consists mainly of multiple choice questions. The final exam consists of a written exam (45%) about all the sessions and a team assignment (25%).
Language of instruction	English

Code	
Title	INTERNATIONAL LOGISTICS
Type (compulsory/optional)	compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn semester
Number of ects credits allocated	4 ECTS
Name of lecturers or teachers	Benjamin DUMINY
Learning outcomes	Aim: The goal of the course is to improve the student’s ability to communicate in both written and spoken English. Students should acquire appropriate grammar and vocabulary, in order to enable them to function in business and more accurately in international logistics contexts where English is the medium of communication. The course also aims to improve the students’ abilities to tackle various situations, which may arise in the course of doing business in English, and to further develop their analytical skills.
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	A good level of English is required; students should also have an “international spirit”, keen to travel, to find out more about international business and logistics news...
Course content	Introduction to logistics, logistics services, modes of transport, shipping goods, documentation, multimodal transport, sustainability, sourcing, outsourcing, hazardous materials, incoterms, reverse logistics, EDI, Green logistics...
Recommended or required reading and other learning resources/tools	Useful websites and readings in international logistics are given to the students during the course.
Planned learned activities and teaching methods	Lectures, group work, discussions, presentations, individual studying, conferences, visits of ports, airports...
Assessments methods and criteria	Assessment +International logistics project
Language of instruction	English

SPRING SEMESTER

Code Title Type (compulsory/optional) Cycle (short/first/second/third)	ECONOMICS AND EUROPEAN INSTITUTIONS Compulsory First
Year of study when the component is delivered (if applicable) Semester when the component is delivered	2021-2022 academic year Spring semester
Number of ECTS credits allocated Name of lecturers or teachers	2 ECTS Sandrine MALAQUIN
Learning outcomes	<p>CHAPTER 1: WELFARE STATE AND SOCIAL COHESION <u>LEARNING SUMMARY</u> Know the establishment of social protection Understand it functioning be aware of the limitations of the model</p> <p>CHAPTER 2 : INFLATION <u>LEARNING SUMMARY</u> Understand what inflation is Be able to measure it Think about the relation between inflation and economic system Where is it from? How to combat it?</p> <p>CHAPTER 3: THE EUROPEAN UNION <u>LEARNING SUMMARY</u> Know European treaties Understand roles of different institutions</p>
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	No specific prerequisites
Course content	<p>CHAPTER 1: WELFARE STATE AND SOCIAL COHESION - The welfare state: guarantor of the social cohesion - The limits of the action of the welfare state</p> <p>CHAPTER 2: INFLATION - What is inflation? - The relationship between inflation and economic system</p> <p>CHAPTER 3: THE EUROPEAN UNION - Treaties' story - Enlargements of the EU - Euro zone - Different European institutions</p>
Recommended or required reading and other learning resources/tools	Follow the news

Planned learned activities and teaching methods	Active method, discovery of concepts: students study the documents to answer questions.
Assessments methods and criteria	Three evaluations: - A mini written report with the economic situation of a country (using economic indicators) - An oral presentation (work group) where students present a European institution - A written examination on the concepts studied in class perhaps some more mini-tests to verify that students have understood certain economic concepts
Language of instruction	English

Code	
Title	INTERCULTURAL COMMUNICATION
Type (compulsory/optional)	compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Spring semester
Number of ECTS credits allocated	2 ECTS
Name of lecturers or teachers	Jonathan CLIFTON, Ph.D in Applied Linguistics
Learning outcomes	To be able to work effectively in an international environment taking account of the cultural norms and expectations of your interlocutor
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	Minimum level of English B2
Course content	<ul style="list-style-type: none"> • Defining culture - norms and values. • Study of Edwards Hall's notion of culture: monochronic/polychronic culture, high and low communication styles, and proxemics • The stumbling blocks to good intercultural communication • Hofstede's cultural dimensions. (Power/distance, masculinity/femininity, collective/individual etc.) • Trompenaars seven dimensional model of culture • Negotiating in an intercultural context.
Recommended or required reading and other learning resources/tools	<ul style="list-style-type: none"> • Hofstede, G., Hofstede, G. J. and Minkov, M. (2010) <i>Cultures and Organizations, Software of the Mind</i>. Third Edition, London, McGraw-Hill. • Hall, E. (1969). <i>The Hidden Dimension</i> U.S.A.: Doubleday Anchor. • Trompenaars, F. (1997). <i>Riding The Waves of Culture: Understanding Diversity in Global Business. USA: Irwin</i>
Planned learned activities and teaching methods	<ul style="list-style-type: none"> • Classroom discussion • Commentary on video-clips • Experiential learning activities • Student presentations
Assessments methods and criteria	<ul style="list-style-type: none"> • Depending on class size, either presentation or written exam.
Language of instruction	English

Code	
Title	INTERNATIONAL OPERATIONAL MANAGEMENT
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Spring semester
Number of ECTS credits allocated	4 ECTS
Name of lecturers or teachers	Sandrine MALAQUIN
Learning outcomes	<p>CHAPTER 1: STARTING AND ORGANISING A BUSINESS <u>LEARNING SUMMARY:</u> -what a business is -why businesses are set up -who stakeholders are -where a business should be located</p> <p>CHAPTER 2: HUMAN RESOURCES <u>LEARNING SUMMARY:</u> -recruitment -management of changes -motivation theories -methods of payment -legislation around work -training</p>
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	No specific prerequisites
Course content	<p>CHAPTER 1: STARTING AND ORGANISING A BUSINESS -Starting a business enterprise -Enterprise and entrepreneurs -Stakeholders -Setting business aims and objectives -Business location</p> <p>CHAPTER 2: HUMAN RESOURCES -Managing staff -Methods of payment -Understanding legislation -Training and performance review</p>
Recommended or required reading and other learning resources/tools	--
Planned learned activities and teaching methods	Active method, discovery of concepts: students study the documents to answer questions Transmissive method: management theories are explained on slide projected to students
Assessments methods and criteria	Three evaluations: - Two works done in groups - A written examination on the concepts studied in class
Language of instruction	English

Code	
Title	INTERNATIONAL TRADE METHODS
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Spring semester
Number of ECTS credits allocated	4 ECTS
Name of lecturers or teachers	Thi Muoi LE (Ms), Ph.D in Management Sciences
Learning outcomes	The objective is to help the student understand the benefits and the necessity of going international, the cultural issues in international business practices and the challenges facing international negotiators.
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	--
Course content	Communication activities in international business and influence of culture on this activity. Specificity of intercultural business negotiation. Key competences for success.
Recommended or required reading and other learning resources/tools	G. Hofstede, M.Minkov (2010) Cultures and Organizations: Software of the Mind, 3 rd Ed., Mc Graw-Hill
Planned learned activities and teaching methods	Lectures, readings and case studies.
Assessments methods and criteria	Emphasis is placed on evaluation and judgement rather than on memorization.
Language of instruction	English

Code	
Title	FINANCIAL ANALYSIS
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Spring semester
Number of ECTS credits allocated	4 ECTS
Name of lecturers or teachers	François CUDEL
Learning outcomes	Introduction to Corporate Financial Analysis : Balance Sheet Analysis, Profit & Loss Report, Cash Flow Statement. Notion of Cost of Capital and Implications. Notion of Net Present Value. Business Valuation. Project and Investment Assessment. Firm Valuation and Merger & Acquisition..
Mode of delivery (face-to-face/distance learning)	Face-to-face
Prerequisites and corequisites	Knowledge of Accounting
Course content	20 hours including training sessions
Recommended or required reading and other learning resources/tools	--
Planned learned activities and teaching methods	--
Assessments methods and criteria	--
Language of instruction	English

Code	
Title	BUSINESS ENGLISH
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn/spring semester(s)
Number of ECTS credits allocated	3 ECTS / 2 ECTS
Name of lecturers or teachers	Faihza BERBACHE VANLATON
Learning outcomes	Students will develop their skills in written and oral English in a professional context. The aim is clearly to attain a higher level based on the Common European Framework of References for Languages
Mode of delivery (face-to-face/distance learning)	Face-to-face, workshop, role-play, oral presentations and so on...
Prerequisites and corequisites	B1/B2
Course content	
Recommended or required reading and other learning resources/tools	
Planned learned activities and teaching methods	Initial assessment of the students' fluency in both written and oral English. Each student will then integrate a group corresponding to one's level.
Assessments methods and criteria	Permanent assessment + final exam in written and oral English.
Language of instruction	English

Code	
Title	FRENCH
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn/Spring semester(s)
Number of ECTS credits allocated	3 ECTS/2 ECTS
Name of lecturers or teachers	Virginie LESAGE NOIRET
Learning outcomes	Depending on the student's initial ability to handle the language-which will be assessed at the beginning of the term- the course will focus on written and oral skills. It will be also the occasion to focus on French culture.
Mode of delivery (face-to-face/distance learning)	Workshop, role-play.
Prerequisites and corequisites	--
Course content	
Recommended or required reading and other learning resources/tools	--
Planned learned activities and teaching methods	
Assessments methods and criteria	
Language of instruction	French

Code	
Title	MENTORED GROUP PROJECT
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	First
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Autumn/Spring semester
Number of ECTS credits allocated	2 or 3 ECTS for a semester 5 ECTS for 2 semesters
Name of lecturers or teachers	Isabelle VAN RENTERGHEM
Learning outcomes	<p>Objectives :</p> <ul style="list-style-type: none"> - Be able to analyze a project and detect the resources to reach the target - Be able to work in team - Apply the theory to practical project in terms of : <ul style="list-style-type: none"> • Regulation • Marketing • Logistics • Management • Organization • Communication • Data management tools - Displaying and explaining the project to the group with dedicated means of communication <ul style="list-style-type: none"> - Capacity of detecting a problematic and solve it - Pointing out each one abilities to strengthen them and identifying the axes of development : self analysis - Capacity to deal with potential customers - Use of KPI (key performance indicator) to measure the performance
Mode of delivery (face-to-face/distance learning)	Face to face
Prerequisites and corequisites	--
Course content	<p>Analysis of each structural step of a project</p> <p>Acquiring necessary skills to works in an international environment</p> <p>Use of tools and KPIs to structure a project</p> <p>Visit of the company we will work for</p>
Recommended or required reading and other learning resources/tools	Simon Sinek - Start with Why

Planned learned activities and teaching methods	How to lead a professional project Team building activities Game storming Power point Shared experience Analysis of successes and failures and implementation of action plan
Assessments methods and criteria	Intermediate evaluation : <ul style="list-style-type: none"> • Multiple choice question • written assessment Final Examination <ul style="list-style-type: none"> • Oral presentation of the project with a digital support • Written report explaining the process the student followed to reach the mission
language of instruction	English

Code	
Title	WORK PLACEMENT
Type (compulsory/optional)	Compulsory
Cycle (short/first/second/third)	
Year of study when the component is delivered (if applicable)	2021-2022 academic year
Semester when the component is delivered	Spring semester
Number of ECTS credits allocated	10 ECTS
Name of lecturers or teachers	
Learning outcomes	Students will gain some work experience in relation with their field of studies.
Mode of delivery (face-to-face/distance learning)	Work-based learning.
Prerequisites and corequisites	--
Course content	
Recommended or required reading and other learning resources/tools	
Planned learned activities and teaching methods	Full and active immersion within the corporate world from mid-April to late June. A tutor from the university will visit the student within the company to get some feedback from both the student and the company supervisor.
Assessments methods and criteria	Students will have to write a report whose contents shall go beyond a mere recording of their daily activities and assignments. They should raise an issue and question their in-company experience. Once the jury has read the report, the students will have to defend it in front of a jury. The oral presentation will last 30 mn and includes an exchange with the assessors. Both contents and written and oral communication skills will be taken into account for the general appreciation of the students' work. The jury expects some critical approach and self-analysis.
Language of instruction	English

FOR ANY QUESTION, PLEASE FEEL FREE TO CONTACT

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