

Sales Management and Negotiation	E-commerce and E-marketing	Intercultural Management	Business Communication
Course content			
Learning Outcomes			
<ul style="list-style-type: none"> Managing customer relationship Understanding the theory and processes of negotiation as it is practiced in a variety of settings 	<ul style="list-style-type: none"> Understanding the E-marketing context: business models, role of strategic planning, legal issues Using Internet technologies for marketing purposes 	<ul style="list-style-type: none"> Understanding and dealing with issues related to international and cross-cultural management 	<ul style="list-style-type: none"> Using Business English as a real and efficient communication tool while developing interpersonal communication abilities and managerial skills within the company
Program			
<ul style="list-style-type: none"> Business negotiation in national and international contexts: environment, different approaches and techniques Sales force management CRM: its objectives, organisation and tools 	<ul style="list-style-type: none"> Technological, ethical and legal issues of Internet use CRM strategies using Internet technologies Marketing mix adaptation to the digital environment 	<ul style="list-style-type: none"> Developing multi-cultural teams Dealing with cross-cultural conflicts Managing international customer relation Doing business with USA & UK, Eastern Europe, emerging countries 	<ul style="list-style-type: none"> Business Interpersonal Communication Skills (Greeting/negotiating/ presenting figures...) Business Writing Essentials (Effective business writing/correspondence level 3/writing formal/informal memos, reports, letters of complaints...) Business Cases (write/role play/analyse) International business styles
Prerequisites			
<ul style="list-style-type: none"> Basic concepts of Marketing and Management 	<ul style="list-style-type: none"> Basic concepts of Marketing and Management 	<ul style="list-style-type: none"> Basic concepts of Management 	<ul style="list-style-type: none"> B1 level in English at least; B2 level recommended
Bibliography			
<ul style="list-style-type: none"> Johnston M. Marshall G. <i>Sales Force Management</i>, Mo-Graw Hill Irwin, 2003 Battle F. <i>Customer Relationship Management</i>, Routledge, 2d edition, 2008 Payne A. <i>Handbook of CRM</i>, Elsevier Butterworth-Heinemann, 2006 	<ul style="list-style-type: none"> Straus J. Frost R. <i>E-Marketing</i>, Printice Hall, 6th edition, 2011 Daniel I. <i>E-commerce: Get it right</i>, NeuroDigital, 2011 	<ul style="list-style-type: none"> Deresky H. <i>International Management</i>, Pearson, 8th edition, 2013 Barlett C., Ghoshal S. <i>Managing across borders</i>, Harvard Business Press, 2002 Gesteland R. <i>Cross-Cultural Business Behaviour: A Guide for Global Management</i>, Copenhagen Business School Press, 5th edition, 2012 	<ul style="list-style-type: none"> Mascull B. <i>Business Vocabulary in Use</i>, Cambridge University Press, 2002
Course organisation			
<ul style="list-style-type: none"> 40,5 hours of teaching 25 hours of personal work 	<ul style="list-style-type: none"> 25,5 hours of teaching 15 hours of personal work 	<ul style="list-style-type: none"> 27 hours of teaching 15 hours of personal work 	<ul style="list-style-type: none"> 27 hours of teaching 15 hours of personal work
Assessment			
<ul style="list-style-type: none"> 50 % Final Exam (written) 25% x 2 Continuous assessments 	<ul style="list-style-type: none"> 2/3 Final Exam (written) 1/3 Continuous assessment 	<ul style="list-style-type: none"> 50 % Final Exam (Viva voce) 50% Continuous assessment 	<ul style="list-style-type: none"> 50% Final Exam (Viva voce) 50% Continuous assessment
Number of ECTS			
5	4	4	4

International Business	European Institutional Environment and Topical Issues	Group Project
Course content Learning Outcomes		
<ul style="list-style-type: none"> • Understanding general trends and using the main techniques of International Business. 	<ul style="list-style-type: none"> • Understanding European historical background (20th century – present) • Understanding institutional and cultural notions of the European Union • Understanding institutional and cultural notions of France • Expressing ideas and concepts about current French and European topical issues 	<ul style="list-style-type: none"> • Being able to manage a team project in an international environment
Program		
<ul style="list-style-type: none"> • Introduction to International Business: environment and main trends • International development strategies • Country risk management 	<ul style="list-style-type: none"> • Geographical and historical landmarks of the European Union and France • Introduction to political institutions • Press reviews • Oral presentation by each student on topical issues • The course will encourage debates and students oral expression, avoiding lecture-type classes 	<ul style="list-style-type: none"> • Applying the concepts studied during the semester • Focusing on a particular topic related to international environment • Studying trips organized by the International semester coordinator • Discovering French and European business environment • Oral project presentation
Prerequisites		
<ul style="list-style-type: none"> • Basic concepts of Marketing and Management 	<ul style="list-style-type: none"> • B1 level in English at least; B2 level recommended 	
Bibliography		
<ul style="list-style-type: none"> • Walker D.&T. <i>Doing business internationally</i>, Mc Graw-Hill Publishing Co, GB, 2002 • Kotabe M., Helsen K. <i>Global marketing management</i>, John Wiley and Sons, 5th edition, 2010 • Grant R.M. <i>Contemporary strategy analysis</i>, John Wiley and Sons, 7th edition, 2010 • Legrand, <i>Martini Management des opérations du commerce international</i>, Dunod, 2011 	<ul style="list-style-type: none"> • Pinder, John. <i>European Union: A Very Short Introduction</i>, OUP, 3rd edition, 2013 • Staab, Andreas. <i>The European Union Explained: Institutions, Actors, Global Impact</i>, Indiana University Press, 3rd edition, 2013) • McCormick, John and Jonathan Olsen. <i>The European Union: Politics and Policies</i>, Westview Press, 5th edition, 2013 • Bowen, John, <i>Why the French don't like headscarves: Islam, the State and Public Space</i>. Princeton University Press, 2008 	
Course organisation		
<ul style="list-style-type: none"> • 27 hours of teaching • 15 hours of personal work 	<ul style="list-style-type: none"> • 25,5 hours of teaching • 15 hours of personal work 	<ul style="list-style-type: none"> • 15 hours of teaching • 50 hours of personal work
Assessment		
<ul style="list-style-type: none"> • 2/3 Final Exam (Written) • 1/3 Continuous Assessment 	<ul style="list-style-type: none"> • 33% Final Quiz • 33% Final Exam (Viva voce) • 33% Press Review 	<ul style="list-style-type: none"> • 100 % Final Exam (Viva voce)
Number of ECTS		
4	4	5