**Certificate in Business Administration**

**30 ects certificate**

The 30 ects “Business Administration” certificate has been developed to establish and promote exchanges of students and faculty with our partner universities[[1]](#footnote-1). The programme is taught by guest lecturers, our own faculty, and professionals from the Grenoble area. It has been designed for our students, students from partner institutions, and students with a general knowledge of management; the format includes 10-15 teaching hours per week over 12 weeks through individual and group work, supported by a common international website. *The next session starts beginning of February 2015.[[2]](#footnote-2)*

**Students will choose 15 ECTS from a list of core cultural and management courses. In these core courses, 2 are compulsory: French language for foreigners and French culture. For the remaining 15 ECTS, students will choose between three modules: ‘International Management’, ‘Business and Marketing’ or ‘Communication’. A short version of each is detailed below.**

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| **Module 1: Core cultural and management courses (15 ECTS)**  **(includes French Language and French Culture + 3 electives)** | |
| **C1 French Language**  ***20 teaching hours***  ***3 credits*** | The basics of the French language will be taught through lectures and group work, and should enable students to communicate in everyday life, grasp a short article taken from the French press, report about the article orally and in writing, and make a short presentation on a chosen subject in front of a group. |
| **C2 French Culture**  ***20 teaching hours***  ***3 credits*** | Lectures and group work will provide the student with an understanding of French culture and society, in particular topics such as French history, French political institutions and political parties, the French economy, education in France, and the challenges facing France today. |
| **C3 European Culture**  ***20 teaching hours 3 credits*** | This module will provide an understanding of Europe: its history, institutions and policies, European initiatives in favour of business development and the development of corporate culture. It highlights on the history of Europe since 1945, the key institutions of the EU, and the main EU policies in favour of business development, namely economic liberalisation and the single market, the economics and politics of enlargement, European monetary union, and the development of the enterprise culture. |
| **C4 Project Management**  ***16 teaching hours***  ***3 credits*** | In order to provide an understanding of the strategic planning process and project management, themes such as project definition, pre-investigation, business case and launching will be brought up. Organizing, follow-up, communication, and risk management will be covered, as well as managing the project team and managing changes. The “plus” of this course being a case study with a concrete project to manage. |
| **C5 Sociology of Consumption**  ***16 teaching hours***  ***3 credits*** | How do people spend their money? Is there a European consumer? Do different social groups have different spending patterns? Who and what influences purchasing decisions? Sociology looks at how groups influence individuals and how individuals interact. Basic sociological concepts will be applied to the field of consumption. The structure of households and spending patterns in Europe will be presented. Various consuming strategies will be studied. |
| **C6 Human Resources**  ***16 teaching hours***  ***3 credits*** | Understanding how to manage HR and personnel, getting an overview of the HR function and personnel management through lectures, group work, press reviews, videos and business cases’ analysis are the targets of this module. After a HR and Management presentation, themes such as activities and legal issues, recruitment, training, and competencies management will be discussed. |
| **C7 Finance**  ***12 teaching hours***  ***3 credits*** | The importance of finance and accounting in the management of a company will be demonstrated through the following topics: the use of accounting for management control, international financial and accounting standards, accounting and finance in international trade, and finally, international financial management. |
| **C8 Economics**  ***16 teaching hours***  ***3 credits*** | In 2008 the world economy entered a major macroeconomic crisis, the largest one since the Great Depression. The course will cover the crisis and some macroeconomic issues confronting world economies today. We will focus on the three main economic powers: the United States, the Eurozone and China. |
| **C9Web Publishing 1**  ***18 teaching hours***  ***3 credits*** | This class will allow students to learn how to build a website. Firstly we  will present the HTML language, which is the basic web language; then  we will look at web hosting principles. Next we will move on to  website-editing tools and how to organise a web-developing project.  Finally, we will deal at length with up-to-date tools such as Content  Management Systems and stylesheets. Assessment: students will have to  build a website from scratch. |
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| **Module 2a: International Management (15 ECTS)** | |
| **IM1 Business and Innovation**  ***16 teaching hours***  ***3 credits*** | This course will explore how organisations can gain international competitive advantage through innovation by turning good ideas into commercial success. Innovations may concern new products, services, processes and business models. Business and innovation will be studied by following the specific adventure of Grenoble area from the invention of electricity to the birth of nanotechnologies without forgetting the rise of information technology. The programme will mix innovation management theory and practice. The visit of famous industries and research centres will give practical examples of famous innovative industries and research centres. (A. Reymond, CEA, Umanlab..) |
| **IM2 Buying for Business**  ***16 teaching hours***  ***3 credits***  ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** | This course will provide an overview of the role of purchasing within a company: the purchasing process, purchasing market research, sourcing strategy and negotiation techniques, as well as purchasing and supply chain management.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **IM3 International Business: Opportunities and Challenges *16 teaching hours***  ***3 credits*** | In order to operate on the international scene, it is important to master the different frameworks of international business: we will start by understanding why internationalization represents an opportunity for most firms. We will then study the tools which support strategic diagnosis. In a third session we will develop capabilities for country evaluation and selection, and finally study the different specific strategies of international business. |
| **IM4 Business case**  ***16 teaching hours***  ***3 credits*** | The objective of this course is to use strategic marketing theories acquired during the theoretical part of the course to analyse a business case and offer a strategic analysis. |
| **IM5 International Business Analysis**  ***10 teaching hours***  ***3 credits*** | The main objectives of this course is to explore different approaches to and perspectives on world politics, international relations & geopolitics today using a combination of taught theory and contemporary case study analysis |
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| **Module 2b: Business and Marketing (15 ECTS)** | |
| **BM1Case study**  ***16 teaching hours***  ***3 credits*** | This class focuses on new trends in business and can include: CSR, networked economy, C-to-C economy, relocation, collaborative economy… |
| **BM2 Marketing and web-marketing**  ***16 teaching hours***  ***3 credits*** | Topics covered in this course include an overview of different marketing functions (consumer and the professional markets), segmentation, business strategy and competition, market studies, marketing mix and operational marketing, and new opportunities for internet. Supports include books, articles, and case study; a large part of student interaction is expected |
| **BM3 Customer Relationship Management**  ***16 teaching hours***  ***3 credits***  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Customer Relationship Management (CRM) aims at two goals: gaining and retaining customer. The main issue is how to keep a human and close connection, despite a large number of customers. Thanks to computing techniques and adapted messages based on a precise segmentation, CRM helps future managers to develop company activity on a solid base (well structured and reliable) of customers. Lessons are based on concrete cases, especially in small business units.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **BM4 Retail marketing**  ***16teaching hours***  ***3 credits*** | Where to set up a retail outlet? How to make the most of your assortment, create a dynamic layout and make your display more attractive? These are the main marketing aspects of managing a retail outlet. The approach will be hand-on and example-based. Through this we will study what makes a successful retailer, whether general or specialised. |
| **BM5 Strategic Marketing**  ***16 teaching hours***  ***3 credits*** | Understanding the stakes and missions of strategic marketing is the main objective of this course. The students will have to understand the notion of SBUs (Strategic Business Units) and its impact on the definition of a marketing strategy. They will learn about the main tools usually used to run a global diagnosis about the considered market and make decisions out of it. They will thus learn how to take into account the influence of the macro- and micro-environment, the strengths and weaknesses of the organization’s marketing mix, and their interpretations based on the main decision-making matrixes. Finally, through the use of recent cases and articles, the students will also learn about the main strategic orientations that are used on both B2B and B2C markets. At the end of the semester, they will be able to analyze a strategic marketing situation and make relevant recommendations (both strategic and operational) in order to support the firm’s orientations. |
| **Module 2c: Communication (15 ECTS)** | |
| **COM1** **International Business Communication**  ***16 teaching hours***  ***3 credits*** | Most of the business deals are made in a foreign country. Therefore the purpose of this course is to make the students aware of the intercultural dimension while dealing with a foreign partner in different situations: as a manager, a purchaser or seller in an international negotiation or a project. Moreover, we need to know better our own culture in order to reach our targets: to exchange information, to negotiate in good conditions and to keep good relationships in the future with the foreign partner. |
| **COM 2 Introduction to**  **Photography**  ***16 teaching hours***  ***3 credits*** | To understand how artists use photography to various ends (staging their identity, building a narrative, making comments on society, recording their lives, reporting on world events…); to look at visual experimentation ; to understand how our own practises are informed by social norms; to reflect on the effect of new publishing media. |
| **COM 3 Web Publishing 2**  ***16 teaching hours***  ***3 credits***  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | The students will work on off line site creation and on line content management using tools like DreamWeaver (not the most recent version), Cascade Style Sheets (CSS) main principles, CSS style for text edition and page/screen layout, Word Press and the Content Management System (CMS).  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **COM 4 Media**  ***16teaching hours***  ***3 credits*** | The course will give an overview of media history from 3000 BC until today. Moreover the students will be introduced in the decision making and publishing process of big media companies. And they will be confronted with the convergence theory of contents and signs |
| **COM 5 Internal Communication**  ***16 teaching hours***  ***3 credits*** | The students will be familiarised with current issues around in-house communication for organisations, and related tools and techniques. |
| **Introduction to wine** | |
| This optional course aims at giving students an understanding of the wine culture in France through theoretical tuition and workshops | |

1. Tuition fees amount to 3000 euros; fees are wavered to students of partner universities. [↑](#footnote-ref-1)
2. For information and registration for this next session, contact directly Isabelle Rufflé [isabelle.ruffle@iut2.upmf-grenoble.fr](mailto:isabelle.ruffle@iut2.upmf-grenoble.fr) [↑](#footnote-ref-2)