



**BREST
BUSINESS
SCHOOL**



BACHELOR IN INTERNATIONAL MANAGEMENT

Responsable de programme : Mariem BRAHIM

mariam.brahim@brest-bs.com

Brest Business School 2 avenue de Provence 29200 BREST – France

<http://brest-bs.com/>

Ecole: Brest Business School

Programme: Bachelor en Management International

BP: But pédagogique; OP: Objectif pédagogique; M: Mesure d'évaluation

Mission: Educate and provide business-ready middle managers, capable to work in an international context and understand the logic of sustainable development and companies and ethical behaviors in a permanent changing environment.					
LG1: Our students will understand and master the diverse components of economic action (economics, international trade, law...) within an international context and they will begin to acquire a strategic vision of organizations.		LG2: Our students will become acquainted with and know how to master the tools and methods necessary for the ethical development of business markets, and of human resource, organizational and financial management		LG3: Our students will communicate in a written and oral context	LG4: Our students will know how to communicate effectively in a multicultural context
LO1-1: Our students will be able to carry out a global diagnosis of an international business environment (economic, international, legal, and political) and they will be able to analyse the strategic challenges of the companies in which they will complete their two mandatory internships	LO1-1: Our students will be able to analyse the specific environment of a brand	LO2-1: Our students will know how to develop a full business plan	LO2-2: Our students will carry out a global diagnosis of a company where they will be immersed	LO 3-1: Our student will be able to provide a written report in accordance with the specifications and present the results	LO4-1: Our students will obtain the equivalence of a B2 level in English and a B1 level in another foreign language

	S1					S2					
	FAMILLE	MODULES	DUREE GEST+LV	DUREE AUTRES	CREDITS	FAMILLE	MODULES	DUREE GEST+LV	DUREE AUTRES	CREDITS	
BIM1	GEST	INTRODUCTION TO MANAGEMENT	36		6	GEST	INTRODUCTION TO ECONOMY	36		6	
	GEST	INTRODUCTION TO MARKETING	36		6	GEST	MANAGEMENT	36		6	
	GEST	INTRODUCTION TO FINANCIAL ACCOUNTING	36		6	GEST	MIX MARKETING	36		6	
	GEST	COMPANY LAW 1	36		6	GEST	COSTS MARGINS DECISIONS	36		6	
	GEST	IT & SYSTEM TOOLS	36		6	GEST	DATA ANALYSIS AND STATISTICS	36		6	
	LV	ENGLISH	36			LV	ENGLISH	36			
	LV	SECOND FOREIGN LANGUAGE OR FRENCH FOREIGN LANGUAGE+CHINESE	36			LV	SECOND FOREIGN LANGUAGE OR FRENCH FOREIGN LANGUAGE+CHINESE	36			
	COMP	WELCOME BBS		36		COMP	VOLTAIRE PROJECT		36		
	COMP	ASSOCIATIONS		36		COMP	ASSOCIATIONS		36		
	ENTREP	PERSONAL DEVELOPMENT & EMPATHY		18		ENTREP	CURRICULUM VITAE PACKAGE		18		
				252	90	30			252	90	30
BIM2	GEST	FINANCIAL ACCOUNTING	36		6	GEST	INTERNATIONAL MARKETING	36		6	
	GEST	ECONOMIC POLICIES	36		6	GEST	INTERNATIONAL HR	36		6	
	GEST	INTERNATIONAL MARKETS STUDIES	36		6	GEST	INTERNATIONAL ECONOMY	36		6	
	GEST	INTERNATIONAL PROSPECTION & NEGOTIATION	36		6	GEST	CORPORATE SOCIAL RESPONSABILITY	36		6	
	GEST	COMPANY LAW 2	36		6	GEST	FINANCE	36		6	
	LV	ENGLISH	36			LV	ENGLISH	36			
	LV	SECOND FOREIGN LANGUAGE OR FRENCH FOREIGN LANGUAGE+CHINESE	36			LV	SECOND FOREIGN LANGUAGE OR FRENCH FOREIGN LANGUAGE+CHINESE	36			
	COMP	ACCOMPAGNEMENT DRI		9		COMP	ACCOMPAGNEMENT DRI		9		
		ACCOMPAGNEMENT STAGE		9			ACCOMPAGNEMENT STAGE		9		
	COMP	ASSOCIATIONS		36		COMP	ASSOCIATIONS		36		
				252	54	30			252	54	30
BIM3	GEST	INTERNATIONAL TRADE	36		6	GEST	INTERCULTURAL AND DIVERSITY MANAGEMENT	36		6	
	GEST	INTERNATIONAL FINANCE	36		6	GEST	RESEARCH METHODOLOGY	36		6	
	GEST	SUPPLY CHAIN MANAGEMENT	36		6	GEST	INTERNATIONAL LAW	36		6	
	GEST	INTERNATIONAL ENTREPRENEURSHIP	36		6	GEST	BUSINESS GAME AND INTERNATIONAL TEAM MANAGEMENT	36		6	
	GEST	SECTORIAL MANAGEMENT 1 (ELECTIVE) *E1 : MANAGEMENT OF INTERNATIONAL SPORT PROJECT *E1 : COMMUNICATION IN INTERNATIONAL	18		3	GEST	SECTORIAL MANAGEMENT 3 (ELECTIVE) *E3 : MANAGEMENT OF TOURIST ACTIVITIES *E3 : MANAGEMENT OF HUMANITARIAN PROJECTS	18		3	
	GEST	SECTORIAL MANAGEMENT 2 (ELECTIVE) : *E2: INTERNATIONAL ORGANIZATION *E2 : GEOPOLITICS	18		3	GEST	SECTORIAL MANAGEMENT 4 (ELECTIVE): *E4 : E-COMMERCE *E4 : INTERNATIONAL LOGISTICS	18		3	
	LV	ENGLISH	36			LV	ENGLISH	36			
	LV	SECOND FOREIGN LANGUAGE OR FRENCH FOREIGN LANGUAGE+CHINESE	36			LV	SECOND FOREIGN LANGUAGE OR FRENCH FOREIGN LANGUAGE+CHINESE	36			
	COMP	ASSOCIATIONS		36		COMP	ASSOCIATIONS		36		
				252	36	30			252	36	30

BIM1 S1

Introduction to management – BL1MG001 – 6 credits

This introductory module must enable students :

- to discover the issues firms have to cope with in their current management,
- to know how to organize a firm.

Company law 1 – BL1DR012 – 6 credits

Given the influence of law on economic activity, it is imperative to know some basic legal notions in order to achieve an overall understanding of the company.

This course aims at presenting the basic notions which are indispensable for an understanding of the different subjects of company law. To do this, two steps are necessary: a general introduction to law and a presentation of contract law, liability law and labour law.

Introduction to financial accounting – ULM1105ZM – 6 credits

This module aims to initiate the student to financial accounting to enable it to understand and measure the result of the activity of the company through the following concepts: the balance sheet, its income statement, the link between the two, the accounting logic (organization of accounting, introduction to accounting entries to record the daily operations of the company).

Tools IS and information flows - BL1SI003 – 6 credits

Practice of MS office Package and Tools: Word, Powerpoint, Excel, .

Practice Prezi within e-learning system tool ENI platform.

Study of the information flows, introduction to data bases and CRM, SAAS: case studies and applications.

Introduction to marketing - BL1MA024 – 6 credits

This module is an introduction in the Marketing. It aims at making become aware to the students that they are already a part of the Marketing system and to accompany them in the discovery of its various dimensions.

The student is going to discover the fundamental of the behavior of the consumer and the various forms of influences of the marketing environment.

This module will also be the occasion to learn to define and to study a market.

BIM1 S2

Data analysis and statistics- BL1BU003 – 6 credits

This module aims to make students comfortable with the use of data in business. It is splitted into two parts:

- In the first part, we deal with time into calculations and specifically financial calculations: future value, actual value, loans.
- In the second part, we explain how to describe, to summarize, to present and to analyse data through descriptive statistics, univariate and bivariate analysis and inferential statistics.

We use a lot of exercises, and applications on Excel.

Introduction to economy - BL1EC013 – 6 credits

This lecture aims to introduce the principles of microeconomic analysis, as well as implement them in everyday situations and in understanding the markets for goods and services.

This lecture is mainly based on the following book:

Acemoglu D., Laibson D., List J. (2018). Economics, 2nd edition, Pearson. Chapter 1 to 10.

The lecture begins with the typical individual elements of the decision, then discusses the interactions between several agents to finally address market mechanisms, their characteristics and modalities of public intervention.

Before each lecture, students do the requested work (reading, exercises). Each session itself is dedicated to the understanding and going further of the themes, particularly through the correction of exercises and activities in small groups. Searching examples and illustrations of economic phenomena is the basis of learning.

Costs, margins and decisions - BL1CP010 – 6 credits

Initiation courses to management accounting focuses on the concept of costs : definitions, calculations, interpretations, uses the information obtained.

The topics covered are :

- Full (absorption) costing ;
- Partial costing (variable cost, breakeven point, specific cost.

Mix marketing – ULM1107ZZ – 6 credits

The Marketing mix module aims to develop students' knowledge about the marketing mix tools and the roles of product/brand manager.

This module enables students to:

- Understand the marketing cycle
- Master the marketing concepts and the marketing mix tools and
- Elaborate a marketing offer (product, brand, price, place, promotion).

Management– BL2MG003 – 6 credits

This module is an introductory approach to management; it is to acquire the knowledge and managerial skills required by business and operational management in managerial positions. The missions of operational managers are at the heart of organizational performance, to participate in the development of added value; the learner, future manager, must:

- Know the fundamentals of management that we will replace in the organization
- Mastering operational techniques and tools
- Analyze a simple managerial situation
- Know the basics of the Human Resources function within the organization

BIM2 S1

Company law 2 – BL1DR007 – 6 credits

This course deals with corporate law, grouping together all the legal regulations which apply to companies. Companies are the basic economic units of our society and they operate in a legal environment which needs to be understood.

Firstly, this course aims to introduce those who are undeniably the main players in the business world : individual retailers, whom we will describe as individual businesses. Secondly, we will take a look at corporate structures.

Economic policies – BL1EC014 – 6 credits

This course aims to make students understand the macroeconomic environment and how it influences the every day life of a company. As a consequence, main working documents are based on economic news. The main points presented are:

- Economic indicators;
- Monetary and financial mechanisms
- Economic policies
- Growth and innovation

International markets studies – ULM1107ZZ – 6 credits

The Marketing mix module aims to develop students' knowledge about the marketing mix tools and the roles of product/brand manager.

This module enables students to:

- Understand the marketing cycle
- Master the marketing concepts and the marketing mix tools and
- Elaborate a marketing offer (product, brand, price, place, promotion).

36 hours, lectures, exercises, tutorial.

International prospection & négociation – BL2AI030 – 6 credits

Business negotiation is a necessary step for the development of firms and the achievement of their objectives. Several actors, in particular sales people, need to have a good command of sales and negotiation techniques. They also need to be prepared to interact with a culturally diverse set of partners, as the development of firms involves more and more often an international dimension. This module, which involves negotiation role-plays, addresses these topics.

Final accounting – BL2CP009 – 6 credits

Financial accounting course aims to complement the accounting concepts acquired and deepen skills learners. It focuses on:

- understanding of basic accounting schemes and their registration.
- mastery of the process of the elaboration of financial statements.

International marketing-- 6 credits (syllabus not available)

HRM- BL2RH004– 6 credits

This course is about understanding the purpose, processes and main practices of Human Resource Management.

It's aiming at preparing the students to be professional in an HRM assistant operational job.

The main competences developed in this course are those of a HRM assistant.

International economy – BL2EC009– 6 credits

After a brief introduction to the most known theories in international economics, the course will expose the modern operating of international economics. The balance of trade is explained to understand the quantitative links between countries (Exports, Imports, Investment). Then, the different trade policies and the role of the World Trade Organization are addressed. The different form of trade integration will be studied with a focus on Eurozone.

The whole lecture is based on theoretical illustrated by examples, applications and case studies.

Management and corporate social responsibility – BL2DR017 – 6 credits

Corporate social responsibility in its three aspects: Social, Environmental and Economic is now an integral part of organizations.

They want to highlight their desire to be "responsible" and are committed, voluntarily or not, to environmental and social issues, relying on the many labels that exist in this area.

CSR is also intended to be attractive to consumers as well as to employees.

It is therefore important to specify CSR in the approaches adopted by companies.

Through a group project that takes into account the intersecting interests of a territory and its school, students are put in a situation where they learn to carry out a project by confronting it with the expectations of a responsible community. This exercise will open their minds to the interactions and complexity of the economic, social and environmental issues that emerge behind each decision.

Finance – BL3FI002 – 6 credits

The course focused on corporate finance by dealing with topics related to financial management:

- the functional balance sheet
- The financial equilibrium
- The intermediate management balances
- The ratios
- The methods of investment choice
- The modes of alternative financing

BIM3 S1

International trade – BL3AI025 - 6 credits

Today's business decisions are becoming more and more international. Learning about foreign markets and overseas business planning and execution is more than important for business students. This does not only imply learning about international business key theoretical constructs but goes to mastering its practical techniques and tools. The module Strategy and International development is designed to let students apprehend the essence of international business for firms and countries and to know how to make international business related decisions at the micro level. It gives the opportunity for students to work on real-like cases of international business and to build up an international business culture.

International finance – BL3F1003 - 6 credits

This module covers the practical aspects of International finance and is designed to prepare participants to handle finance related aspects of International business.

-It covers the foreign currency market and exchange rate related aspects which are indispensable for transacting in an international environment. Aspects related to foreign currency transactions also provide tools that can be used to manage financial and exchange rate risks in an international environment.

- International banking and finance are a critical part of the knowledge and skill base of any player in the international market and these aspects are dealt with in this course. Financing mechanisms differ from country to country but most of these differences are cosmetic but financing mechanisms are radically different in Islamic banking and topics related to these concepts are covered.

- Students will also develop an understanding of International capital markets.

-Students will learn to apply these tools to case studies that mimic real-life scenarios. The course ends with an overview of current developments in International finance.

Supply chain management and logistic – BL2LO002- 6 credits

Supply Chain Management includes all the resources such as the means, methods, tools and techniques intended to manage and optimize the overall supply chain more effectively from the supplier to the end customer. This course will first allow students to understand the overall structure of a supply chain, its actors, its importance and especially its complexity. Then, we will focus on performance management within the framework of management at the service of customers. Finally, the supply chain risks and the methods of controlling these risks will be particularly discussed..

International entrepreneurship – BL3EN001 - 6 credits

The Entrepreneurship Seminar is a practical seminar that gives students the experience of creating business.

Students are going to understand the challenge of entrepreneurship. They are going to learn that access to the professional world is not only through employment, but also through the creation and development of one's own activity.

The objective of this course is not limited to the comprehension of conceptual and theoretical aspects of the entrepreneurship. It is about giving students the experience of entrepreneurs.

Electives Modules

Management of international sport project – BL3MG008 – 3 credits (elective module)

The aim of this course is to provide students with foundation in health services management. More specifically, students will improve their knowledge regarding various concepts and theories of management and how these might be applied in health contexts. By this way, they will acquire managerial knowledge and skills required to organize, coordinate the performance of a healthcare facility and lead a healthcare or a health business organisation.

Communication in international context – New Syllabus not available at the moment - 3 credits (elective module)

Geopolitics – BL3GE001 – 3 credits (elective module)

Geopolitics connects two greek terms: Geo and politikos. “Geo” refers to earth, territory whereas “politikos” refers to the city-state: how people manage to live together. Geopolitics tries to understand how geography, history, economics, culture shape a population, a state, a society.

Studying geopolitics is a way to better understand the contemporary crises, not to stay on a superficial understanding by finding their deep roots.

This class will be very interactive using debates, videos and case study.

International organization – BL3MG012 – 3 credits (elective module)

The aim of this course is to present the major issues related to international economic relations. The course reviews the two main dimensions of economic bilateral and multilateral relationships: the international commerce (e.g. import export rules and conditions) and the project financing schemes. We start by describing the missions of major international organizations in various fields such as the fight against poverty, foreign trade deficits, public budget support to fill the gap, infrastructure project financing (energy, water, health, and education). The course revolves around two main issues: the general conditions of international trade (WTO & ICC standards), and the relationships in funding vital activities and projects. The students will thus be able to familiarize themselves with the vocabulary and techniques used by the different actors in both fields: Commerce & Finance. The approach consists of alternating academic presentations and simulation exercises or case studies.

BIM3 S2

Intercultural and diversity management – BL3MG009 - 6 credits

This lesson is in educating international executives and in the areas of cross-cultural management and cross-cultural business

communication. It reflects the need we felt for a practical, hands-on approach to study in this area which:

- offers a broad, if selective, view of theories, models and ideas on culture in terms of management, organisation and communication. is is preferable to providing just one particular (theoretical) approach to cross-cultural studies or giving an encyclopaedic survey of the subject area;
- allows the theories and ideas mentioned to be applied to practice through the inclusion of examples and brief case studies from the business world, as well as activities that require some of the theories outlined to be applied to business situations and to the reader's own work situation.

Research methodology– BL3MG011 - 6 credits

- Key concepts in Research methods and its application to business and management
- Apply these concepts to explore real world business issues and explore possible solutions
- Be able to identify possible issues faced in the real world and explore possible solutions by using the appropriate research tools
- Understand the ethical implications of their research as also on the process of conducting their research in an ethical manner

Business game and international team management– 6 credits

This challenge addresses all the dimensions of managing a company.

Students are led to analyse the situation of a company and then to take decisions in order to optimise its management in a very competitive environment.

International law– BL2DR015 - 6 credits

As there has always been a strong connection between law and economics, a complete, global understanding of

business requires the future manager to acquire a good sense of the law and legal theory, as well as developing the ability to carry out basic legal analysis.

The main goal of this course is to enable students to integrate legal and business analysis when decision-making.

Beginning with a basic comprehension of the applicable rules, by the end of the course, the student will be able to carry out a practical interpretation of such rules and apply them to a given situation. Both as part of the legal

universe and beyond it, the student will become familiar with the logic of the law, which nowadays permeates so many facets of any organization's day-to-day activities

Business game and international team management – BL3ST050 - 6 credits

This course deals with a synthesis of the different dimensions of management taught in the program. Students have to analyse and take decisions, simulating management of a firm.

They work in teams, in a competitive environment.

After that, they have to analyse what they did and the reasons of their results.

Teachers propose some debriefing.

Electives Modules

Management of tourist activities –3 credits - (New Syllabus not available at the moment)

Management of humanitarian projects – 3 credits - (New Syllabus not available at the moment)

E-Commerce – BL2SI004 – 3 credits

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce: security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities will be explored. Students will have sufficient background to build their own web site project and market it using an online platform.

International logistics – BL3LO020 - 3 credits

International supply chain management refers to the complex integration of the processes required to manage products from their point of origin through production and shipping to the end consumer. Global logistics is more difficult to manage than national or domestic logistics. Situations are generally less stable, the geography is much larger and the monitoring of logistics processes is more complex. This course will focus on the management of global logistics and the role of global logistics international supply chain management. At the end of this module, the student should :

1. Understand the challenges of globalisation and their impact on the development of international supply chain management.
2. Apply the fundamentals of global logistics, international sourcing and product management.
3. Understand the use of international transport to facilitate the movement of goods globally.
4. Integrate the role of global logistics in international supply chain management.