



PARTICIPATE IN

# IDRAC

## EXCHANGE PROGRAM

**BUSINESS AND MARKETING PROGRAM (BACHELOR 3)**  
**BUSINESS COURSES in ENGLISH**  
**ACADEMIC YEAR 2016/2017**

**INTERNATIONAL DEPARTMENT**

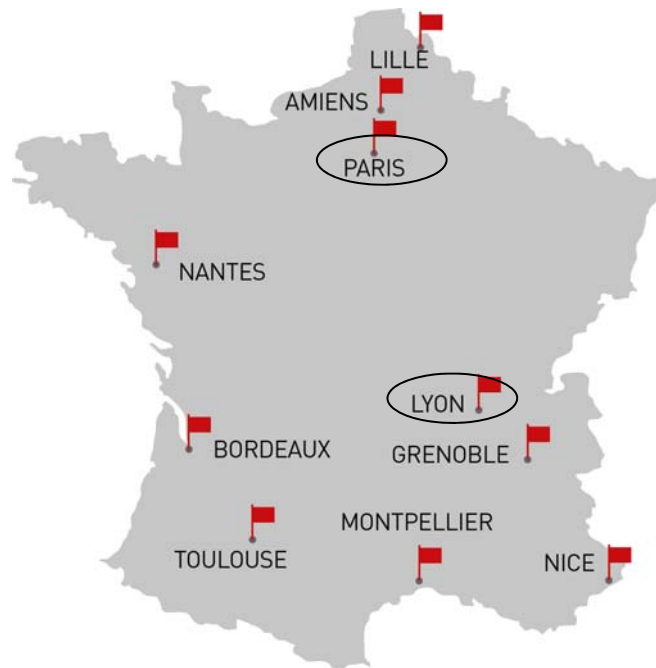
47 rue Sergent Michel Berthet  
69009 Lyon  
France  
Tel: + 33 472 857 272

**IDRAC**  
BUSINESS SCHOOL

# IDRAC BUSINESS SCHOOL

## 1 SCHOOL - 10 CAMPUSES

### 10 OPPORTUNITIES TO STUDY\*



IDRAC is a French private Business School with 10 campus sites in France: Amiens, Bordeaux, Grenoble, Lille, Lyon, Montpellier, Nantes, Nice, Paris and Toulouse.

On an international level, IDRAC has developed strong collaboration with 99 partners in 40 countries. Each year more than 400 students go study abroad and nearly 200 students from all around the world come for a semester or a year at IDRAC.

**ERASMUS Code for all campuses:** F LYON112

**Web:** <http://www.idrac-business-school.com/>

**To Apply:** [Click Here](#)

#### **The Business and Marketing program in English :**

| Campuses |  | Academic dates           |
|----------|--|--------------------------|
| Fall     | Lyon and Paris                                     | 28/08/2016 to 16/12/2016 |
| Spring   | Bordeaux, Lyon, Montpellier,,<br>Nantes and Paris* | 13/01/2017 to 02/06/2017 |

\*According to campus opening  
(Induction dates may vary depending on campus)

## How does the school system works in France

The French system might be different than the one in your home institution.

We value the time spent with the teacher and the knowledge you can get from him and the amount of time spent in class is bigger than the time spent working at home.

Our pedagogical aim is for you to learn as much as you can from your professors. That's why the number of hours per courses can seems important.

A French student spend approximatively 20h a week at school during 10 to 12 weeks in order to obtain 30 credits. The course load at home will not exceed a normal amount of study time.

The grading system is also different , you will see how it works just below.

| IDRAC mark (/20) | IDRAC interpretation | ECTS grade | Definition   | Credits Awarded |
|------------------|----------------------|------------|--------------|-----------------|
| 15 - 20          | Outstanding          | A          | Excellent    | Yes             |
| 13 - 14,99       | Very Good            | B          | Very Good    | Yes             |
| 11 - 12,99       | Good                 | C          | Good         | Yes             |
| 10 - 11,99       | Satisfactory         | D          | Satisfactory | Yes             |
| Below 10         | Failed               | F          | Failed       | No              |

## French Health Social Security

For non-European students, registration to the French student social security in addition to their local international insurance is **compulsory**.

The amount of the registration is about 220€ (payment by cash to the international Office during the induction day).





# BUSINESS AND MARKETING PROGRAM

## BUSINESS COURSES in ENGLISH

### ACADEMIC YEAR 2016/2017

| COURSES                                  | FALL  |           | SPRING         |           |
|--|-------|-----------|----------------|-----------|
|  | Hours | Credits   | Hours          | Credits   |
| <b>MARKETING SALES AND COMMUNICATION</b> |       |           |                |           |
| International Marketing                  | 40    | 4         |                |           |
| Marketing Tools                          | 20    | 2         |                |           |
| Specific Forms of Negotiation            | 20    | 2         |                |           |
| Intercultural Negotiation                | 20    | 2         |                |           |
| Strategic Marketing                      |       |           | 20             | 2         |
| Services Marketing                       |       |           | 40             | 4         |
| International Negotiation                |       |           | 20             | 2         |
| Business Game                            |       |           | 20             | 2         |
| <b>FINANCE</b>                           |       |           |                |           |
| Management and Financial Tools           | 20    | 2         |                |           |
| General Accounting                       | 20    | 2         |                |           |
| Budget Management                        |       |           | 20             | 2         |
| Financial Analysis                       |       |           | 20             | 2         |
| <b>HUMAN RESSOURCES</b>                  |       |           |                |           |
| Project Management                       | 20    | 2         |                |           |
| Press Release                            | 20    | 2         |                |           |
| Events Communication & Web Communication |       |           | 20             | 2         |
| Human Resources Management               |       |           | 20             | 2         |
| <b>STRATEGY ECONOMY AND LAW</b>          |       |           |                |           |
| International Institutions               | 20    | 2         |                |           |
| French Business in Europe                | 20    | 2         |                |           |
| French Market Study                      | 20    | 2         |                |           |
| International Law                        |       |           | 20             | 2         |
| European Integration                     |       |           | 20             | 2         |
| Research Methods                         |       |           | 20             | 2         |
| <b>LANGUAGE AND CIVILISATIONS</b>        |       |           |                |           |
| French Seminar                           | 20    | 2         |                |           |
| French as a Foreign Language             | 20    | 2         | 20             | 2         |
| Business English                         | 20    | 2         | 20             | 2         |
| Intercultural Exchange Report (spring)   |       |           | 20             | 2         |
| <b>TOTAL :</b>                           |       | <b>30</b> | <b>TOTAL :</b> | <b>30</b> |

UPDATED FEBRUARY 2016—SUBJECT TO CHANGES

## **MARKETING SALES AND COMMUNICATION**

### **International Marketing (fall)**

This course completes student training in marketing by extending the national context to a global context. It allows him to realize the importance of foreign markets and the necessity to implement international development and to target markets in foreign countries. Thus, the concepts of strategic marketing and mix marketing are revisited in a comprehensive framework.

### **Marketing Tool (fall)**

After a brief introduction of the main marketing concepts and definitions, students will learn how to use marketing tools to analyse markets and firms. They will also use marketing tools to understand and optimize marketing strategy and marketing mix.

### **Specific Forms of Negotiation (fall)**

The objectives are for students to master the different forms of negotiation as well as the common and specific points of each type of negotiation. They will also learn the "commercial purchase", the various forms of commercial negotiation and the negotiation in position buyer

### **Intercultural Negotiation (fall)**

The student will have to study those differences and learn how to manage intercultural teams, study the definition of culture and how it applies to international cultural issues. Concepts and issues surrounding international culture and business management. Discover specific skills that will increase the student's ability to integrate with, live within and enjoy a foreign culture. Select and better understand a foreign culture, and how to manage cross cultural teams in an international environment.

### **Strategic Marketing (spring)**

Markets move faster than marketing. Based on rigorous research, this course provides the latest tools, techniques and leading-edge thinking to help students recreate the marketing strategy and mix and retain the competitive edge.

### **Services Marketing (spring)**

The specifics of the Services : What is a service ? The structure of the sector and types of services. Differences between goods and services. Notions of global product and associated services. The service experience: the interaction between customer and employees. The key elements of Service Marketing: The component of a Service Marketing-mix. Strategies of diversification through services.  
Implications of Marketing and Management: The service experience, quality (how to measure it? how to warrantee it?), the customer relationship (employees, recruiting, training, organization...).

## **International Negotiation (spring)**

International Negotiations takes students through the entire negotiation process, from preparing to negotiate to closing the deal. This course gives students the essential language, skills and techniques needed for successful negotiations and cover topics such as relationship-building, questioning techniques, decoding body language, bargaining and the powers of persuasion. Challenging role-plays and skill-building games further develop key negotiation and language skills, while the Key and Commentary provide valuable insights into all aspects of negotiating, including the importance of understanding cultural differences when negotiating.

## **Business Game (spring)**

This simulation game gets students in groups have to manage a company in a competitive environment. They must manage the different aspects of their company (stock, investment, strategy, ...) They must make some choice with what is given to them. They have task to be done and report to the organizer to make sure they are going in the right direction.

## **FINANCE**

### **Management and Financial Tools (fall)**

Financial Management will present the necessary tools required to objectively approach and solve financial problems. The course facilitates the student's ability to synthesize and incorporate the presented tools as well as other academic and professional experiences into a standard yet flexible model for solving financial management problems. This course will discuss and teach the tools required to objectively make: capital budgeting, capital structure and working capital decisions.

### **General Accounting (fall)**

This course makes it easy to acquire theoretical and practical knowledge of accounting. It allows the identification of important concepts embodied by numerous examples.

At the end of the course, students will:

- Understand the concept of provisions,
- Understand the different depreciation methods,
- Familiarize all commercial and business transactions into accounting operations.

In this way, the student has acquired a general accounting education based on a rational basis for treatment of future business functions in accounting.

### **Budget Management (spring)**

This course enables students to the characteristics of a budget system and budget elaboration procedures. The main budgets (sales budget, income forecast and expenses). Budgeting for central services (classical method and ZBB : Zero Based Budgeting). Sum-up documents (projected profit and loss, cash flow and financing plans)

## **Financial Analysis (spring)**

Common-size financial statements and financial ratios remove the effect of size, allowing comparisons of a company with peer companies (cross-section analysis) and comparison of a company's results over time (trend or time-series analysis).

Activity ratios measure the efficiency of a company's operations, such as collection of receivables or management of inventory.

Liquidity ratios measure the ability of a company to meet short

-term obligations. Solvency ratios measure the ability of a company to meet long

-term obligations. Profitability ratios measure the ability of a company to generate profits from revenue and assets.

Ratios can also be combined and evaluated as a group to better understand how they fit together and how efficiency and leverage are tied to profitability.

## **HUMAN RESSOURCES**

### **Project Management (fall)**

Provide a general understanding and knowledge on project management:

- Set project objectives,
- Define the appropriate project organization and execution plan
- Define and schedule project work, estimate the workload and the required man
- Hours to meet your milestones
- Build up an initial budget and its breakdown
- Manage critical interface at each stage of the project

### **Press Release (fall)**

This course teaches you everything that is needed about writing press releases in an easy and comprehensive manner.

- To familiarize students with different newspapers and reports.
- Understanding and utilizing Writing skills and adapting them across Media.
- Elaborating a strategy for understanding strategies of Newsmakers.

### **Events Communication & Web Communication (spring)**

Events communication course is organized in two stages:

- a first theoretical stage to review the fundamentals of marketing communications mix and acquire the fundamentals of project management,
- a second practical stage during which the teacher acts as a consultant towards the working groups.

Web communication course is organized in two stages:

- a first theoretical stage to review the fundamentals of digital communications tools
- a second practical stage during which the teacher acts as a consultant towards the working groups.

## **Human Resources Management (spring)**

The course aims to help students to master the basics of the HR processes and to understand the challenges of implementation of the HR practices worldwide.

Based on an active pedagogy, each session has two parts. The first is dedicated to the presentation of an HR process by a group of students (recruitment, training ...). In the second part, the teacher presents the international aspect of this practice (international recruitment...).

The group work is part of the evaluation because in the final exam, 12 points of the final exam are dedicated to what students have learned from their class presentation.

## **STRATEGY ECONOMY AND LAW**

### **International Institutions (fall)**

This course introduces students to the fundamentals of International Institutions, their role and functioning. The objectives of the readings, discussions, exercises and assignments of this course are

planned so as to enable students to better understand the need and functioning of organizations across the world and the impact they can have on nations and societies.

Students are expected to keep themselves abreast of world events of importance by following various International media and information sources so as to better understand the role of International Institutions in today's changing world

### **French Business in Europe (fall)**

This course aims at providing the students with a greater understanding of Europe and the place of France and French companies in the European Business world.

Students will explore ways of trying to understand the world views

as well as understanding the theoretical framework of strategy employed by French companies to be present in markets across Europe.

### **French Market Study (fall)**

This course develop knowledge of French companies in the European area. The 8 sections allows students to understand the issues, history and specifics of management practiced in French companies, Reflection of diversity, together with the evolution of the mid-nineteenth century to the present. This course can also help address societal issues such as the attitude of the employers deal with strikes, women's work, the Europe an directives, globalization...

### **International Law (spring)**

The course is divided into 3 parts. In each part, teacher has to use examples and mini cases to study to ease the way of comprehension.

The course enables students to get a legal culture dealing with international trade issues.

They should understand the role of each stakeholder.



## **European Integration (spring)**

The course deals with key aspects of the European economic and business environment in which companies operate. The objective is to provide an insight in the economic developments that are changing the European and global market place today.

The course focus on four main parts: the EU integration, the decision making in the EU, the economic and monetary union and the common policies.

## **Research Methods (spring)**

The scientific method and the idea of science is introduced to students by various examples touching the lives of students. A step by step approach via exercises of the research process including topic and problem definition, research methodology and approaches, literature review, data gathering and analysis.

## **LANGUAGE AND CIVILISATIONS**

### **French Seminar (fall)**

### **French as a Foreign Language (fall and/or spring)**

### **Business English (fall and/or spring)**

The aim of those courses is to enable the students to achieve functional fluency in a language as a result of their development in the following areas:

1. Listen, read and view critically and with accuracy and understanding a wide range of literary and informational/functional texts from print and non-print sources.

2. Speak, write and represent in internationally acceptable foreign language that is grammatical, fluent, mutually intelligible and appropriate for different purposes, audiences, contexts and cultures.

3. Understand and use internationally acceptable foreign language grammar and vocabulary accurately and appropriately as well as understand how speakers/writers put words together and use language to communicate meaning.

Such language exposure will broaden students' experience and give them meaningful contexts for learning a language. Students will use language in a variety of contexts, to revisit language structures and skills and to see how language works according to purpose, audience, context and culture.

## **Intercultural Exchange Report (spring)**

Students will reflect in a report in French and English about the cultural differences between their home country and their experience in France.

# CALENDAR 2016 / 2017

## BUSINESS AND MARKETING PROGRAM

| August-16     | September-16        | October-16 | November-16 | December-16          | January-17        | February-17         | March-17 | April-17 | May-17         | June-17 |
|---------------|---------------------|------------|-------------|----------------------|-------------------|---------------------|----------|----------|----------------|---------|
| 1 Mon.        | 1 Thu Seminar       | 1 Sat      | 1 Tue       | 1 Thu                | 1 Sun             | 1 Wed               | 1 Wed    | 1 Sat    | 1 Mon.         | 1 Thu   |
| 2 Tue         | 2 Fri               | 2 Sun      | 2 Wed       | 2 Fri                | 2 Mon.            | 2 Thu               | 2 Thu    | 2 Sun    | 2 Tue          | 2 Fri   |
| 3 Wed         | 3 Sat               | 3 Mon.     | 3 Thu       | 3 Sat                | 3 Tue             | 3 Fri               | 3 Fri    | 3 Mon.   | 3 Wed          | 3 Sat   |
| 4 Thu         | 4 Sun               | 4 Tue      | 4 Fri       | 4 Sun                | 4 Wed             | 4 Sat               | 4 Sat    | 4 Tue    | 4 Thu          | 4 Sun   |
| 5 Fri         | 5 Mon.              | 5 Wed      | 5 Sat       | 5 Mon. Written exams | 5 Thu             | 5 Sun               | 5 Sun    | 5 Wed    | 5 Fri          | 5 Mon.  |
| 6 Sat         | 6 Tue French        | 6 Thu      | 6 Sun       | 6 Tue                | 6 Fri             | 6 Mon.              | 6 Mon.   | 6 Thu    | 6 Sat          | 6 Tue   |
| 7 Sun         | 7 Wed               | 7 Fri      | 7 Mon.      | 7 Wed exams          | 7 Sat             | 7 Tue               | 7 Tue    | 7 Fri    | 7 Sun          | 7 Wed   |
| 8 Mon.        | 8 Thu Seminar       | 8 Sat      | 8 Tue       | 8 Thu                | 8 Sun             | 8 Wed               | 8 Wed    | 8 Sat    | 8 Mon.         | 8 Thu   |
| 9 Tue         | 9 Fri               | 9 Sun      | 9 Wed       | 9 Fri                | 9 Mon.            | 9 Thu               | 9 Thu    | 9 Sun    | 9 Tue          | 9 Fri   |
| 10 Wed        | 10 Sat              | 10 Mon.    | 10 Thu      | 10 Sat               | 10 Tue            | 10 Fri              | 10 Fri   | 10 Mon.  | 10 Wed         | 10 Sat  |
| 11 Thu        | 11 Sun              | 11 Tue     | 11 Fri      | 11 Sun               | 11 Wed            | 11 Sat              | 11 Sat   | 11 Tue   | 11 Thu         | 11 Sun  |
| 12 Fri        | 12 Mon. Fall Intake | 12 Wed     | 12 Sat      | 12 Mon.              | 12 Thu            | 12 Sun              | 12 Sun   | 12 Wed   | 12 Fri         | 12 Mon. |
| 13 Sat        | 13 Tue              | 13 Thu     | 13 Sun      | 13 Tue               | 13 Fri            | 13 Mon. Spring int. | 13 Mon.  | 13 Thu   | 13 Sat         | 13 Tue  |
| 14 Sun        | 14 Wed              | 14 Fri     | 14 Mon.     | 14 Wed               | 14 Sat            | 14 Tue              | 14 Tue   | 14 Fri   | 14 Sun         | 14 Wed  |
| 15 Mon.       | 15 Thu              | 15 Sat     | 15 Tue      | 15 Thu               | 15 Sun            | 15 Wed Business     | 15 Wed   | 15 Sat   | 15 Mon.        | 15 Thu  |
| 16 Tue        | 16 Fri              | 16 Sun     | 16 Wed      | 16 Fri               | 16 Mon.           | 16 Thu Game         | 16 Thu   | 16 Sun   | 16 Tue         | 16 Fri  |
| 17 Wed        | 17 Sat              | 17 Mon.    | 17 Thu      | 17 Sat               | 17 Tue            | 17 Fri              | 17 Fri   | 17 Mon.  | 17 Wed         | 17 Sat  |
| 18 Thu        | 18 Sun              | 18 Tue     | 18 Fri      | 18 Sun               | 18 Wed            | 18 Sat              | 18 Sat   | 18 Tue   | 18 Thu         | 18 Sun  |
| 19 Fri        | 19 Mon.             | 19 Wed     | 19 Sat      | 19 Mon.              | 19 Thu            | 19 Sun              | 19 Sun   | 19 Wed   | 19 Fri         | 19 Mon. |
| 20 Sat        | 20 Tue              | 20 Thu     | 20 Sun      | 20 Tue               | 20 Fri            | 20 Mon.             | 20 Mon.  | 20 Thu   | 20 Sat         | 20 Tue  |
| 21 Sun        | 21 Wed              | 21 Fri     | 21 Mon.     | 21 Wed               | 21 Sat            | 21 Tue              | 21 Tue   | 21 Fri   | 21 Sun         | 21 Wed  |
| 22 Mon.       | 22 Thu              | 22 Sat     | 22 Tue      | 22 Thu               | 22 Sun            | 22 Wed              | 22 Wed   | 22 Sat   | 22 Mon.        | 22 Thu  |
| 23 Tue        | 23 Fri              | 23 Sun     | 23 Wed      | 23 Fri               | 23 Mon.           | 23 Thu              | 23 Thu   | 23 Sun   | 23 Tue         | 23 Fri  |
| 24 Wed        | 24 Sat              | 24 Mon.    | 24 Thu      | 24 Sat               | 24 Tue            | 24 Fri              | 24 Fri   | 24 Mon.  | 24 Wed         | 24 Sat  |
| 25 Thu        | 25 Sun              | 25 Tue     | 25 Fri      | 25 Sun               | 25 Wed            | 25 Sat              | 25 Sat   | 25 Tue   | 25 Thu         | 25 Sun  |
| 26 Fri        | 26 Mon.             | 26 Wed     | 26 Sat      | 26 Mon.              | 26 Thu            | 26 Sun              | 26 Sun   | 26 Wed   | 26 Fri         | 26 Mon. |
| 27 Sat        | 27 Tue              | 27 Thu     | 27 Tue      | 27 Tue               | 27 Fri            | 27 Mon.             | 27 Mon.  | 27 Thu   | 27 Sat         | 27 Tue  |
| 28 Sun        | 28 Wed              | 28 Fri     | 28 Wed      | 28 Wed               | 28 Sat            | 28 Tue              | 28 Tue   | 28 Fri   | 28 Sun         | 28 Wed  |
| 29 Mon.       | 29 Thu              | 29 Sat     | 29 Thu      | 29 Thu               | 29 Sun            | 29 Mon.             | 29 Wed   | 29 Sat   | 29 Mon.        | 29 Thu  |
| 30 Tue        | 30 Fri              | 30 Sun     | 30 Fri      | 30 Fri               | 30 Mon. Induction | 30 Tue              | 30 Thu   | 30 Sun   | 30 Tue Written | 30 Fri  |
| 31 Wed French |                     | 31 Mon.    | 31 Fri      | 31 Sat               | 31 Tue            |                     | 31 Fri   |          | 31 Wed Exams   |         |

Induction and seminar

Courses

Weekends and bank holiday

Exams