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PARTICIPATE IN

# IDRAC

## EXCHANGE PROGRAM

**BUSINESS AND MARKETING PROGRAM (BACHELOR 3)  
BUSINESS COURSES in ENGLISH  
SPRING 2017**

**INTERNATIONAL DEPARTMENT**

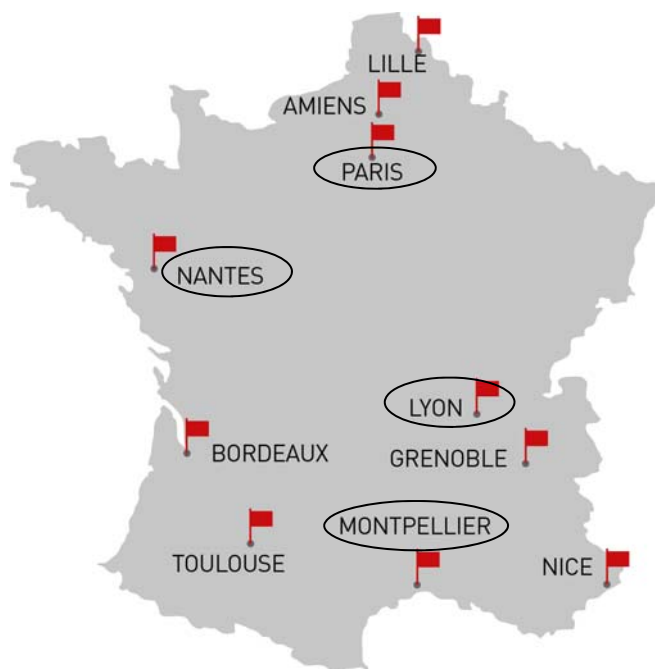
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**IDRAC**  
BUSINESS SCHOOL

# 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*
Spring	Lyon, Montpellier, Nantes and Paris	30/01/2017 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 Heath 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	SPRING	
	Hours	Credits
<b>MARKETING SALES AND COMMUNICATION</b>		
Strategic Marketing	20	2
Services Marketing	40	4
International Negotiation	20	2
Business Game	20	2
<b>FINANCE</b>		
Budget Management	20	2
Financial Analysis	20	2
<b>HUMAN RESSOURCES</b>		
Events Communication & Web Communication	20	2
Human Resources Management	20	2
<b>STRATEGY ECONOMY AND LAW</b>		
International Law	20	2
European Integration	20	2
Research Methods	20	2
<b>LANGUAGE AND CIVILISATIONS</b>		
French Seminar (Lyon & Paris campus only)	20	2
French as a Foreign Language	20	2
Business English	20	2
Intercultural Exchange Report (except Lyon campus)	20	2
<b>TOTAL :</b>		<b>30</b>

UPDATED FEBRUARY 2016—SUBJECT TO CHANGES



## **MARKETING SALES AND COMMUNICATION**

### **Strategic Marketing**

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**

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**

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**

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**

### **Budget Management**

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**

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**

### **Events Communication & Web Communication**

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**

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 Law**

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**

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**

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** (Lyon campus only)

**French as a Foreign Language**

**Business English**

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** (Except Lyon campus)

Intercultural understanding refers to the breadth and depth of understanding across profound cultural difference wherein an individual or a group understands a variety of significant cultural experiences tied to forms of sociocultural difference

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 SPRING

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

Induction and seminar

Courses

Weekends and bank holidays

Exams