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PARTICIPATE IN

# IDRAC

## EXCHANGE PROGRAM

### MANAGEMENT PROGRAM

(Programme Grande Ecole)

### SPRING 2017

**INTERNATIONAL DEPARTMENT**

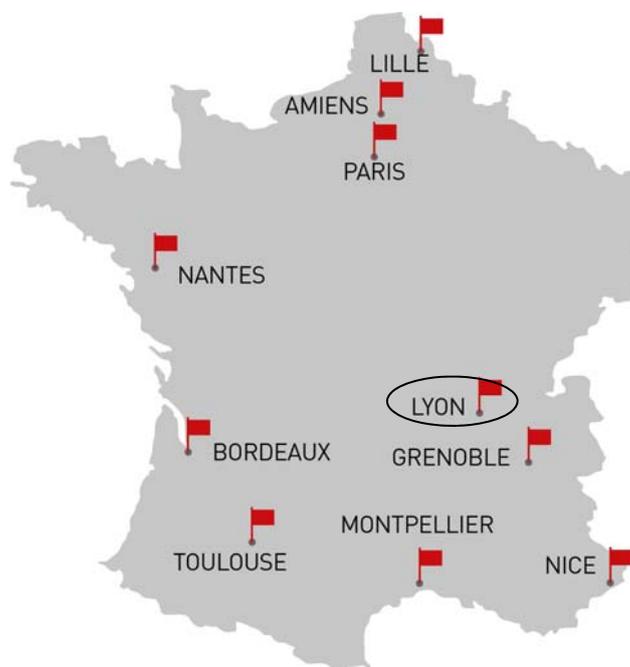
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**IDRAC**  
BUSINESS SCHOOL

# 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: F LYON112 (valid for all campuses)**

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

#### The Management program in English :

	Campus	Academic dates
Spring	Lyon	30/01/2017 to 24/05/2017

\*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.

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).



# MANAGEMENT PROGRAM

## (Programme Grande Ecole)

### SPRING 2017

COURSES	Spring	
	Hours	Credits
<b>INTERNATIONAL ECONOMICS &amp; LAW</b>		
Geopolitics	20	2
European union market (distance learning)	20	2
Common law	20	2
<b>ORGANISATION &amp; HR STRATEGY</b>		
Business policy	20	2
Human resources strategy & organisations	20	2
Human resources marketing	20	2
<b>GLOBAL MARKETING</b>		
International marketing	20	2
E-Marketing	20	2
<b>INTERNATIONAL FINANCE &amp; ACCOUNTING</b>		
Financial reset & International accounting & corporate finance	30	2
Controlling	20	2
<b>INTERNATIONAL TRADE</b>		
International strategy of development	20	2
International business project	20	2
<b>OPTIONAL COURSES (2 options maximum per semester)</b>		
Consultative selling & sales management	20	2
Innovation ethics	20	2
Team building	20	2
<b>INTERNATIONAL TRACK</b>		
French Seminar (intensive seminar at the start of the semester mandatory)	20	2
French as a foreign language	20	2
	<b>Total</b>	<b>32</b>

UPDATED OCTOBER 2016—SUBJECT TO CHANGES

## **INTERNATIONAL ECONOMICS & LAW**

### **Geopolitics**

Geopolitics dealt with various issues and has come to prominence in the Post Cold war era that deals with nation-states and a renewed focus on International conflicts related to resource access or Terrorism. This module will deal how nations approach resource access in an ever-changing world.

This course aims at providing the students with a greater understanding of Geopolitics. Students will explore ways of trying to understand the world views as well as understanding the theoretical framework of looking at world events in different Managerial and cultural contexts.

### **European union market (distance learning)**

This course explores the question “what is the European Union today?”. While not meant as a definitive guide to the EU this paper is rather a preliminary guide with which to explore further the finer details of what is the vast, and ever-changing, *European Union Socio-Economic Project*.

The subject has been divided to focus on particular activities or function of the European Union. These parts begin with a brief history of the EU and then go on to talk about the departments and institutions of the EU, the current economic crisis, European expansion, education in the EU, common agricultural policy, common fisheries policy, EU timeline and finally an article from The Economist on the current financial crisis.

### **Common law**

Students will work in a globalised world, therefore they will face multicultural issues in management and negotiations with foreign counterparts. A country’s law is deeply rooted in its history and culture, therefore understanding a foreigner’s law gives leverage for understanding his or her cultural background. Law is a threat or an opportunity in the external environment and a good practitioner would never start by assuming that a foreign law is similar to his own.

This course is divided in two parts. First the professor will cover various topics in different areas of common law, based on his or her knowledge and experience. This first part should be performed in a storytelling fashion. Secondly, a more academic presentation of different legal systems will be done and points of comparison between the different legal systems should be provided to the students.

## **ORGANISATION & HR STRATEGY**

### **Business policy**

The course shows how entrepreneurial vision and intuition must be combined with structured strategic management process in today's changing environment of the firms. The whole process, environment scanning, strategy formulation, implementation and evaluation is described globally. Then each step is detailed. Students are expected to be able to understand and make use of the key concepts related to corporate, business and functional strategy. The analysis step provides a methodology to understand a company's competitive situation.

It allows students to understand the various strategic options available to the company in its environment and to select the strategy that will deliver the optimum achievement of corporate objectives with the minimum resources. Students are invited to understand how the formulated may be implemented practically and to evaluate at each step if the implementation is in line with the planned activities and results.

### **Human resources strategy & organisations**

The course presents two different uses of marketing processes in HRM. It helps students to understand the context and objectives of such strategies. It refers to the theoretical roots in marketing and HRM. Students will also learn to practice the semiotic analysis in order to help them to diagnose and to manage an employer brand.

Students learn to diagnose HR marketing strategy of an organization. Enabling them to identify the attraction, selection and retention process. They will learn to implement the process of engagement and manage the employer brand.

### **Human resources marketing**

The course focuses on the work of strategizing and organizing, its historical approach and today's challenges. Students will understand how and where is strategizing and organizing work actually done. They will learn to use the common tools and techniques of strategizing and organizing and discover how these are used in practice.

## **GLOBAL MARKETING**

### **International marketing**

The aim of the course is to give students an insight into the dynamics of international marketing management and its role in business today. After taking this course, the student is expected to integrate their understanding into the managerial decisions.

### **E-Marketing**

Through its class activities, learning content and assessment activities, the module is designed to support the professional development of the students and secondly to encourage innovation and commercialisation. Its key elements of marketing, social media and customer relationship management help students to look at the marketing opportunities in a wider context and to explore how technology can be used to effectively support business.

## **INTERNATIONAL FINANCE & ACCOUNTING**

### **Financial reset & International accounting & corporate finance**

This course starts as an overview class to prepare the students for the next financial classes. We will see together some basic notions such as: balance sheet, income statement, cash flow, compounding and discounting.

The course examines important issues in corporate finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. The concept of the Law of One Price is used to analyze how investment and financing decisions interact to affect the value of the firm. The course covers topics that are important to decision-making in marketing, operations management, and corporate strategy.

### **Controlling**

This course examines management accounting and related analytical methodologies for decision making and control in profit-directed organizations. It also defines product costing, budgetary control systems, and performance evaluation systems for planning, coordinating, and monitoring the performance of a business. This course defines principles of measurement and develops framework for assessing behavioral dimensions of control systems; impact of different managerial styles on motivation and performance in an organization.

## **INTERNATIONAL TRADE**

### **International strategy of development**

The objective of this course is to understand the processes, strategies and impacts of 'Internationalisation' decisions on companies. There will be specific attention paid to evaluating international market opportunities, understanding the need for developing and adapting marketing tactics and strategies to specific 'national markets'. There will be a particular focus aimed at understanding the factors that would influence international success and failure of companies.

### **International business project**

To be able to understand the difficulties necessary to overcome in dealing with international projects the students will be able to comprehend what is at stake and the difficulties to overcome in order to be able to establish and negotiate international sales contracts and to help students develop their skills in this field. The characteristics of international projects (B to B marketing principles, the levels of projects, international networks). How to use the networks (to analyse and develop new networks). How to select projects. How to build a value-creating offer.

## **OPTIONAL COURSES (2 options maximum per semester)**

### **Consultative selling & sales management**

This innovative course provides the participants with a framework for conducting effective consultative selling as well as with basic skills for successfully implementing the method. It will help the participants to learn the value of engaging in questioning, and to develop the listening skills necessary to create a dialogue with customers. Such a dialogue is geared at helping the seller to understand customers' needs and at increasing the proposition value.

### **Innovation ethics**

Innovation and business are guided by ethical rules and norms of conduct, which aim to ensure a focus on the common good, durable progress and resource conservation. This course aims to show that the way we progress through innovation and business has a potential impact on the human kind and its social life and to explain how to behave ethically while innovating and doing business.

### **Team building**

Students improve their skills at team-building by understanding the dynamics of teams and increasing their knowledge about teams, team leadership, and team coaching. They learn the diagnosis of own team skills and knowledge and the application of team-building concepts to various contexts. In teams they will see the development behaviours and team roles both task-facilitating and relationship-building and the high performance teams and SMART objectives.

## **INTERNATIONAL TRACK**

### **French as a foreign language (mandatory)**

#### **French Seminar**

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.

# CALENDAR 2016 / 2017

## MANGAMENT PROGRAM SPRING

January-17	February-17	March-17	April-17	May-17	June-17	July-17	August-17
1 Sun	1 Wed <b>French Seminar</b>	1 Wed	1 Sat	1 Mon.	1 Thu	1 Sat	1 Tue
2 Mon.	2 Thu	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 <b>French Seminar</b>	7 Tue	7 Fri	7 Sun	7 Wed	7 Fri	7 Mon.
8 Sun	8 Wed	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. <b>Spring int.</b>	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	15 Wed	15 Sat	15 Mon.	15 Thu	15 Sat	15 Tue
16 Mon.	16 Thu	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. <b>Induction</b>		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