

ENGLISH PROGRAMME

FALL 2017

LIST OF COURSES

FALL SEMESTER

Course title	Level	Number of ECTS credits	Page
MODULES			
Focus on Roman culture and Italy	B1	3	3
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Focus on Oceania	B3	3	13
Serious Game	M1	3	15
Public Relations	M1	2	17
Visual communication	All levels	3	20
Electives (International Week)	All levels	2 electives of 1 ECTS each	22
TOTAL		26 ECTS	
+ COMPULSORY French class			
French as a Foreign Language	All levels	4	24
+ OPTIONS			
Foreign languages	All levels	2 each	Upon request
Sport	All levels	2	Non available

Focus on Roman Culture and Italy

Level	Bachelor 1
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Semester	1
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	G. Montali
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Course description	
Learning outcomes	
- Being able to analyse the impact of history, culture on the communication processes in Italy.	
Prerequisites	
- Being proficient in English	
Content	
<ul style="list-style-type: none"> - History of Italy - Presentation of cultural aspects in Italy - Analysis of communication (media, advertising...) 	

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Business News

Level	Bachelor 2
Semester	1
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	B. Rozpara

Course description

Learning outcomes

- Growing aware of economic affairs through an organised, regular reading of the press.
- Analysing and grasping our strategic and economic environment.
- Appraising the various participating economic segments.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
- Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Good level of academic English.
- In order to follow this course, students need to be curious and to follow important economic events (reading the press, following current affairs on TV or on the radio).

Content

- Analysing the economic, political and social current events.
- Explaining daily news.
- Analysing and explaining current affairs in a given business segment.
- Creating economic files related to a business' social or economic environment or current affairs.

Workload		
Type	Number of hours	Remarks
Seminar	18	
Homework	36	Reading and understanding economic news, group assignments.
Total student workload	54	

Teaching methods
<ul style="list-style-type: none"> • Analysis of documents • Interactive classes • Lectures

Assessment

Reading list

Communication Theory

Level	Bachelor 2
Semester	1
Number of ECTS credits	2
Language of instruction	English
Teacher in charge	M. Dehry

Course description

Learning outcomes

This course aims to develop analytical skills and the theoretical understanding of communication practices. Students will discover the main theoretical scopes and disciplines through which one can explain communication phenomena and behaviours.

This course develops the following professional skills:

- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
- Learning about communication techniques, technologies and jobs.
- Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.

Prerequisites

- Being proficient in English.
- In order to follow this course, students need to be curious and to follow important economic events (reading the press, following current affairs on TV or on the radio).

Content

The first sessions establish basic knowledge of rhetoric, philosophy of language, and linguistics, which are required to understand communication theory. The next sessions offer a theoretical analysis of everyday communication phenomena.

1. Signs and signification: from linguistics to communication theory.
2. Communication modelling and function.
3. Communication effects: third-person effect, rumours, etc.

Workload		
Type	Number of hours	Remarks
Seminar	18	
Homework	36	
Total student workload	54	

Teaching methods
<ul style="list-style-type: none"> • Debates • Presentations • Collective works • Visits/Excursions

Assessment
<ul style="list-style-type: none"> • Continuous assessment : 40% • Final exam: 60%

Reading list

Crisis Communication

Level	B2
Semester	1
Number of ECTS credits	3
Language of instruction	English
Teacher in charge	T. Ragot

Course description

Learning outcomes

- Grasping crisis communication techniques, tools and strategies, based on practical cases.
 - Retaining crisis communication key elements: anticipation, post-crisis communication, media training, writing a pitch, etc.
- This course develops the following professional skills:
- Understanding, analysing and interpreting one's environment (general knowledge), including the global context.
 - Designing and presenting a through-the-line communication strategy: drawing it up, presenting and defending it (being able to justify the choices made).
 - Implementing a communication plan (creation, budget, follow-up).
 - Measuring, comparing and analysing the performance of a communication action.
 - Being able to work with all professional partners (agencies, companies, etc.).
 - Developing your personality with an emphasis on values of integrity, open-mindedness, tolerance, and respect.
 - Applying "principles" to every action: diligence, autonomy, interdisciplinarity, innovation, inventiveness.
 - Being able to lead a team and manage projects from start to finish, including in an international context.

Prerequisites

- Being proficient in English

Content

- Reminder: the basics of crisis communication.
- Studying and analysing practical cases.
- Work in subgroups on a crisis communication case: analysing the communication and making recommendations.
- Sharing the cases analysed in subgroups: presentation and discussion.
- Recap and feedback about the learning elements related to crisis communication.

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	36	
Total student workload	48	

Teaching methods
<ul style="list-style-type: none"> • Lectures • Case study • Research • Group work <p>- Case studies to illustrate theoretical concepts. - In sub-groups: crisis communication case selected by students. - Books, newspaper articles and crisis communication tools are made available to students.</p>

Assessment
<ol style="list-style-type: none"> 1. Self-appraisal by students of their subgroup and other subgroups' work. 2. Summative assessment by the lecturer, based on criteria defined beforehand: <ol style="list-style-type: none"> a. Case study analysis (relevance, conciseness, detection of stakes, critical thinking) b. Quality of the communication plan and recommendations (critical thinking, relevance and feasibility of communication actions). c. Quality of the oral presentation (persuasiveness, elocution, professionalism, PowerPoint creation).

Reading list
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Communication & Plans

Level	B3
Semester	1
Number of ECTS credits	3
Language of instruction	English
Teacher in charge	C. Melchior

Course description

Learning outcomes

Understand the main functions of communication.
 Define the main streams of communication of communication strategy related to a brand, a product.
 Know about tools and techniques of commercial communication.
 Propose a communication plan in coherence with the strategy and marketing objectives of the company.

Prerequisites

The student should be curious and proficient in English.

Content

The main « families » of communication

- The different steps of communication strategy.
 - Definition of communication objectives.
 - Definition of targets.
 - Analysis of the context of communication strategy.
 - Elaborate messages vs positioning / USP and tagets.
 - Brief advertiser & “copy strategy”.
- Elaboration of communication Mix.
 - Media et out-of-média.
 - Push & Pull Communication
 - Complementarity between Online and Offline channels.
 - New classification of media (Owned, Paid and Earned).
 - How to choose the most appropriate communication channels according to objectives and targets.
- Build an efficient communication strategy.
 - Elaborate the budget of a communication strategy.
 - Build a communication plan FOR the communication strategy (media plan & editorial calendar)

- Measure the efficiency (KPIs) and evaluate the return on investment of a communication strategy.

Workload

Type	Number of hours	Remarks
Practicals	18	
Estimated homework	36	
Total student workload	72	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

- Continuous assessment
- Final exam

Reading list

Sacriste, V. (2001). Sociologie de la communication publicitaire. *L'Année sociologique*, 51(2), 487-498.

Dayan, A. (2003). *La publicité*. Presses universitaires de France.

Lendrevie, J., De Baynast, A., & Riou, N. (2004). *Publicitor*. Dalloz.

Martin, M. (1992). *Trois siècles de publicité en France*. Odile Jacob.

Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.

Focus on Oceania

Level	Bachelor 3
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Semester	1
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	C. HARVEY
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Course description	
Learning outcomes	
- Being able to analyse the impact of history, culture on the communication processes in Oceanian countries.	
Prerequisites	
- Being proficient in English	
Content	
- History of Oceania - Presentation of cultural aspects in Oceania - Analysis of communication (media, advertising...)	

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

Serious Game

Level	Master 1
Semester	1
Number of ECTS credits	3
Language of instruction	English
Teacher in charge	L. Lavogiez

Course description

Learning outcomes

- Discovering the corporate world and companies' various functions.
- The FirStrat game, through a simple model of how an industrial company functions, is an ideal way to grasp its systemic aspect. Students find out about the links between functions: procurement, production, marketing, financial management.
- This simulation is based on a simple economic situation (two products, one market) and introduces students to managing a business in a competitive market subject to a changing socio-economic environment. Participants discover in a playful spirit the significance of factors such as pricing, advertising or the sales force, in corporate strategy.
- Learning about management and management control.
- Participants gradually learn the production process for accounting documents and their terminology. They create their own financial indicators and charts. The lecturer uses the game's possibilities to facilitate "smooth" comprehension.
- FirStrat complements theoretical accounting and administration courses. This unit is particularly helpful to consolidate fundamental notions and to develop skills in these areas.
- An opportunity to get to know each other better and to work together.
- FirStrat and the situations it brings about facilitate teamwork through a decision-making exercise. From period to period, the team learns to organise in order to analyse results and to consider decisions efficiently. Participants will understand more shrewdly competition and cooperation logics (competitive bidding and partnership agreements) and appraise their personal contribution to the group.

Prerequisites

This business simulation game is organised at the beginning of 4th year. The main goal is to unite teams and to promote student integration. This course will also brush up on corporate science (accounting, administration).

Content

- The course will comprise 12 simulation periods (a year of the company's life). Teams will start at the beginning of the 1st cycle (January) and will make 12 decisions overall (January to December).

- Training sequence:

February decision (2nd month) remotely.

Morning: 2 simulation periods (March and April).

- Challenge: working out the production cost for April.

- Afternoon: 3 simulation periods (May, June, July).

- Challenge: cash flow chart for July.

- August decision (8th month) remotely.

- September decision (9th month) remotely.

- Morning: 3 simulation periods (October, November and December).

- Afternoon: oral presentation by the teams (including preparation) and debriefing by the lecturer.

Workload

Type	Number of hours	Remarks
Seminar	15	
Estimated homework	-	
Total student workload	15	

Teaching methods

- Seminar
- Group work

Assessment

Teams will be assessed collectively, based on these three points:

- The company's "overall" performance.

Each virtual company is rated based on a score that takes into account the most representative performance criteria (profitability, turnover, market share, etc.) The score also depends on the team's administrative skills (cash flow management, maintaining an acceptable debt level).

- The quality of materials turned in during the game.

Several "challenges" are organised during the course: working out a production cost, creating a cash flow forecast chart, etc. These assignments are marked and each team is debriefed.

- The quality of oral presentations.

The final oral presentation is a summary of results and a justification of future strategic choices. It is assessed based on recommendation consistency and analysis quality.

Reading list

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Public Relations

Level	M1
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Semester	1
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Number of ECTS credits	2
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Language of instruction	English
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Teacher in charge	K. Po
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Course description
<p>Learning outcomes</p> <p>Content strategy in Public Relations</p>
<p>Prerequisites</p> <p>- Being proficient in English</p>
<p>Content</p> <p>- What are Public relations? What are Press relations? - The importance of content in PR strategy - How to build a PR strategy?</p>

Workload		
Type	Number of hours	Remarks
Practicals	18	
Estimated homework	18	
Total student workload	36	

Teaching methods

- Theory and mostly case studies through group work

Assessment

Final exam: 100%

Reading list

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Visual Communication

Level	All levels
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Semester	1
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Number of ECTS credits	3
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Language of instruction	English
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Teacher in charge	T. Ragot
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Course description	
Learning outcomes	
- Being able to analyse and work on a Brief in order to create a visual communication campaign.	
Prerequisites	
- Being proficient in English	
Content	
<ul style="list-style-type: none"> - How to develop a strong creativity - How to transform ideas in powerful lever - Analysis of communication (media, advertising...) 	

Workload		
Type	Number of hours	Remarks
Practicals	12	
Estimated homework	12	
Total student workload	24	

Teaching methods

- Lectures
- Debates
- Group work

Assessment

Oral presentation

Reading list

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Electives

Level	All levels
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Semester	1
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Number of ECTS credits	1 (per elective)
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Language of instruction	English
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Teacher in charge	–
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Course description

During the International Week that will take place in November, guest lecturers will come and teach on different topics (the list of courses offered will be available in September). Students will be able to choose two electives.

Workload

Type	Number of hours	Remarks
Practicals	3	
Estimated homework	–	
Total student workload	3	

Teaching methods

Depending on the electives :

- Lectures
- Debates
- Group work
- Case study

Assessment
Attendance and participation

Reading list

French as a Foreign Language

Level	Intermediate/Advanced
Semester	1
Number of ECTS credits	4
Language of instruction	French
Teacher in charge	C. Masse

Course description

Learning outcomes

- Improve grammar knowledge.
- Express yourself in French with more ease.
- Improve vocabulary, esp. in the business area.

Prerequisites

- B1 level in French

Content

- Grammar
 - o Revision of the past tenses (passé composé/imparfait)
 - o Learning of future, conditional, subjunctive tenses
 - o Relative pronouns
 - o Pronouns y/en as well as definite and indefinite articles
- Oral and written comprehension and expression
 - o Reading and listening of B1 – B2-level texts.
 - o Learn how to read a French press article, extract the main ideas and present them.
 - o Know how to express your opinion in a varied and toned manner on a topic.
 - o Know how to talk about yourself, your studies, your home country...
 - o Know how to make a 20-minute presentation on a chosen topic (ex: presentation of your home country with the exciting stereotypes...).
 - o Understand a narrative text.

Workload		
Type	Number of hours	Remarks
Seminar	15	
Estimated homework	15	
Total student workload	30	

Teaching methods
<ul style="list-style-type: none"> • Lectures • Discussions • Group works

Assessment
100% continuous assessment

Reading list
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