

Academic year : 2017-2018	Semester : 3 – ( 2nd year )				Nice Campus
MARKETING COMMUNICATIONS					
Code : AMKG0303	ECTS : 5	Total : 32h	Lectures : 16	Tutorials : 8	
Pre-requisites	None				
Co-requisites	None				

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mrs.Valerie A. LOUBAT

### Objectives

*The purpose of this course is*

- To provide an in-depth understanding of integrated marketing communications concepts
- To research and evaluate an organisations marketing and promotional situation in order to develop effective communication strategies and programmes
- To understand the industry and the players
- To enable students to develop a promotional plan adapted to a specific organisation

*A combination of class lectures, case studies and in-class exercises will be used. The emphasis is on student preparation for each session:*

- Read through the cases a few times and discuss the questions in groups
- Come to class with prepared questions for areas of misunderstanding, vocabulary questions, or any questions relevant to assignments or course content

### Course content

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows:

- The IMC role in the marketing mix
  - Key features of IMC
  - Marcom practices
  - Marcom decisions
- Marketing communications and branding
  - Brand management
  - Brand strategies
  - STP process
- Consumer behaviour
  - Consumer involvement
  - Motivation theories
  - Buyer behaviour
- Steps in building effective communications
  - Communication objectives
  - Designing a message
  - The source
  - The communication channels
- Advertising
  - The advertising industry
  - The nature of advertising
  - Advertising theories
  - Creative advertising

## Learning Outcomes

On completion of this module, students will have acquired the following skills:

- Be able to create an effective marketing communication plan to build brands, deliver value and create relationships in the marketplace.
- Be able to use marketing communications to promote causes, political candidates and deal with societal problems.
- To understand the theory and techniques applicable to the major marketing communication functions in order to evaluate a company's marketing and promotional situation and tie this to company business goals

## Evaluation system

Final Exam	50%
Coursework: presentation and research file	50%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

December 2017 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the [IPAG intranet](http://ipagora.ipag.fr/) platform:  
(<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

## Other resources

A number of other credible resources are available through the internet, including:

- **UNWTO World Tourism Organisation Website**
- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Patrick DE PELSMACKER: *Marketing Communication* 2010 4<sup>th</sup> Edition Pearson Ed.

Course-specific material will also be provided by your lecturer during the course.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

*Course open to exchange students.*

<b>Academic year :</b> 2017-2018	<b>Semester : 3 – ( 2nd year )</b>				<b>Nice Campus</b>
<b>INTRODUCTION TO TOURISM MANAGEMENT</b>					
<b>Code :</b>	<b>ECTS : 3</b>	<b>Total : 19h</b>	<b>Lectures : 7</b>	<b>Tutorials : 7</b>	
<b>Pre-requisites</b>	None				
<b>Co-requisites</b>	None				

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mr Pierre CHAIX

### Objectives

*The purpose of this course is*

- To have an overall understanding of the “ingredients” of the Tourism Industry and the importance of Tourism Trade
- To identify the determinants of Tourism Demand
- To define the Nature and Characteristics of Tourism Services
- To examine the principal players in the Tourism Industry
- To identify appropriate tools in the management and planning of Tourism services

*A combination of class lectures, case studies and in-class exercises will be used. The emphasis is on student preparation for each session:*

- Read through the cases a few times and discuss the questions in groups
- Come to class with prepared questions for areas of misunderstanding, vocabulary questions, or any questions relevant to assignments or course content

### Course content

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows :

- Importance of Tourism Trade
- Determinants of Tourism Demand
- Tourism and its influencing Macro Forces
- Special Characteristics of Tourism
- Intermediaries in the Tourism Industry
- Managing and Planning of Tourism Services

## Learning Outcomes

On completion of this module, students will have acquired the following skills:

- To carry out a Macro Analysis of the Tourist Destination indicating Demand, Trends and Tourist Typologies
- To provide recommendations in the planning and sustainability of a Tourist Destination

## Evaluation system

Final Exam	50%
Coursework: presentation and research file	50%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

December 2017 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the [IPAG intranet](http://ipagora.ipag.fr/) platform:  
(<http://ipagora.ipag.fr/>)

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### Other resources

A number of other credible resources are available through the internet, including:

- *UNWTO World Tourism Organisation Website*
- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

### Reading

#### Required reading

TOURISM: *Principles and Practice* 5<sup>th</sup> Ed, Fletcher *et al.*, 2013, Pearson  
*The Business of Tourism*, 9<sup>th</sup> Ed, Holloway and Humpreys, 2012, Pearson

Academic Tourism Journals: Tourism Management  
World Tourism Organisation Website

Course-specific material will also be provided by your lecturer during the course.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

Course open to exchange students.

Academic year : 2017-2018	Semester : 3 – ( 2nd year )				Nice Campus	
INTERCULTURAL MANAGEMENT						
Code : AMGT0301	ECTS : 5		Total : 32h	Lectures : 16	Tutorials : 8	
Pre-requisites	None					
Co-requisites	None					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Dr. Eugene STEVELBERG (Ph.D.)

### Objectives

- This module is designed to introduce the students to the nature and practice of management in an intercultural context
- An understanding of the influence of culture on communication, behaviours and decisions or strategic choices, its effects on organisations and the choice of organisational form and also the cultural resistance to change within organisations
- Understand the influence of culture on individuals in a new environment
- Examine contrasting cultural values and orientations and their impact on the international strategy of firms
- Enhance the students understanding of the influence of culture on management functions like leading and motivating and develop the students cross cultural analytical skills
- Understand the challenge of managing cultural diversity within organisations

*A combination of class lectures, case studies and in-class exercises will be used. The emphasis is on student preparation for each session:*

- Read through the cases a few times and discuss the questions in groups
- Come to class with prepared questions for areas of misunderstanding, vocabulary questions, or any questions relevant to assignments or course content

### Course content

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows :

#### Part I: The role of culture

- Defining culture: Interactive spheres of culture
- Culture in action: The influence on the decision making process
- Cultural mechanisms: Ethnocentrism, categorization and stereotypes

#### Part II: Intercultural Communication

- The communication process: The influence of Culture on the concept of feedback
- The link between Language and Culture
- Non verbal communication
- Context and nature of messages

#### Part III: Cultural Values

- The Kluchohn and Strodbeck model
- Orientation towards Time (Monochronic versus Polychronic)

#### Part V: Organizational challenges

- Cultural resistance to organizational change
- Managing cultural diversity

#### Part VI: International strategies and challenges

- The intercultural Manager profile
- The expatriation process



## Learning Outcomes

On completion of this module, students will have acquired the following skills:

- Understand cultural differences in communication and their impact on the business environment .

## Evaluation system

Final Exam	50%
Coursework: presentation and research file	50%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

December 2017 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the [IPAG intranet](http://ipagora.ipag.fr/) platform:  
(<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

## Other resources

A number of other credible resources are available through the internet, including:

- *UNWTO World Tourism Organisation Website*

- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

*Understanding Culture's influence on behavior* Brislin Richard W., Harcourt College, publishers, second edition, 2000.

*International Management* Dereski Helen,

*Managing across borders and cultures*, Prentice Hall, 4th Edition, 2002.

*International Management* Mead Richard, Andrews Tim G., Blackwell Publishers, 4th Edition, 2009

### Additional reading

*Working with cultural differences:* Brislin Richard W., Dealing effectively with diversity in the workplace, Praeger Publishers, 2008

*Managing across cultures*, Schneider Susan C, Barsoux Jean Louis, Mc Graw-Hill, 2004.

*Cultures and Organizations Software of the Mind:* Hofstede Geert, , Mc Graw-Hill, 2004

*The cultural Dimension of International Business*, Ferraro Gary P., Prentice Hall, 5th Edition, 2005.

*Intercultural Communication in the Global Workplace* Varner Iris, Beamer Linda, , 3rd Edition, McGraw-Hill, 2004.

Course-specific material will also be provided by your lecturer during the course.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

Course open to exchange students.

Academic year : 2017-2018	Semester : 3 – ( 2nd year )				Nice Campus	
ACCOUNTING PRINCIPLES						
Code : AFIN0301	ECTS : 5		Total : 32h	Lectures : 12	Tutorials : 12	
Pre-requisites	None					
Co-requisites	None					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mr. Tony BROOKING

### Objectives

- Introduces students to the world of accounting and assumes no prior knowledge of the subject area.
- It will be demonstrated how a practical understanding and interpretation of accounting reports and other accounting tools can improve decision-making and add value for company stakeholders
- 

### Course content

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows :

- The language and limitations of accounting
- Historic and predictive accounting statements
- Profit and loss accounts
- Balance sheets and cash flow
- Budgets and budgetary control
- Product costs and pricing linked to short term decision making
- The concept of contribution

## Learning Outcomes

On completion of this module, students will have acquired the following skills:

- Explain the component parts of major accounting reports
- Evaluate the financial performance of an organisation using these reports
- Analyse and evaluate financial information relating to product or service costs and contribution to profit

## Evaluation system

Final Exam	50%
Coursework: presentation and research file	50%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

December 2017 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the IPAG intranet platform:

(<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

## Other resources

A number of other credible resources are available through the internet, including:

- *UNWTO World Tourism Organisation Website*
- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

*Accounting and Finance for Non-Accountants.* Attrill and McLaney. Prentice Hall

### Additional reading

*Business Accounting and Finance.* Davies and Pain. McGraw Hill

Course-specific material will also be provided by your lecturer during the course.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

*Course open to exchange students.*

<b>Academic year :</b> 2017-2018	<b>Semester : 3 – ( 2nd year )</b>				<b>Nice Campus</b>	
<b>USING SOCIAL MEDIA FOR BUSINESS</b>						
<b>Code :</b>	<b>ECTS : 5</b>		<b>Total : 19</b>	<b>Lectures : 7</b>	<b>Tutorials : 7</b>	
<b>Pre-requisites</b>	None					
<b>Co-requisites</b>	None					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mr. John NAVARRO

### Objectives

*The purpose of this course is*

- To provide an insight into major Social Media
- To clarify the role of different applications.
- To allow students to have a better understanding of which applications are the most appropriate for use as marketing communication channels in order to maximise presence on Social Media.
- To understand the legal and ethical issues of using Social Media for business purposes.
- To identify which content gets the most attention

*A combination of class lectures, case studies and in-class exercises will be used. The emphasis is on student preparation for each session:*

- Read through the cases a few times and discuss the questions in groups
- Come to class with prepared questions for areas of misunderstanding, vocabulary questions, or any questions relevant to assignments or course content

### Course content

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows :

- Running successful campaigns using: Facebook, Twitter, Google+, Pinterest, LinkedIn, Instagram, Tumblr, YouTube and Blogs.
- Converting site traffic into Business leads
- Building your brand through Social Media
- Business Strategies
- Budgeting for Social Media activities
- Measuring success
- Risk assessment and management
- The future for Social Media

## Learning Outcomes

On completion of this module, students will have acquired the following skills:

- An understanding of how to engage customers and keep them interested using Social Media
- Be able to identify which applications are the most appropriate to use
- Be able to create meaningful content for S.M. applications
- Be able to measure engagement and interactivity

## Evaluation system

Final Exam	50%
Coursework: presentation and research file	50%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

December 2017 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the [IPAG intranet](http://ipagora.ipag.fr/) platform:  
(<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

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### Other resources

A number of other credible resources are available through the internet, including:

- *UNWTO World Tourism Organisation Website*
- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

### Reading

#### Required reading

*Make Social Media Work for your Business:* Alex Stearn ISBN 9781502911490

*Understanding Social Media:* Damian Ryan: Kogan Page ISBN 978-0-7494-7356-3

*Social Media:* J Wolf : ISBN 9781517036676

Course-specific material will also be provided by your lecturer during the course.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

Course open to exchange students.



Academic year : 2017-2018	Semester : 3 – ( 2nd year )				Nice Campus	
RESEARCH METHODS I						
Code : ARCH0301	ECTS : 5		Total : 18	Lectures : 4	Tutorials : 9	
Pre-requisites	None					
Co-requisites	None					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Dr. Linda Prince

### Objectives

*The module aims to give students the skills required to be efficient researchers in order*

- to be able to attempt an extended research project with an international focus

### Course content

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows :

- Reflection on choice of topic for research focus
- Organisation and methodology of review of relevant literature in a secondary data search
- The development of a research proposal incorporating a literature review and a research strategy

### Learning Outcomes

On completion of this module, students will have acquired the following skills:

- Understand the key components of a research proposal
- Understand the basic issues involved in developing a research project from initial ideas to data analysis
- Understand why you need a clear research topic
- Understand what a literature review should contain
- Be able to record reading of literature in a critical, constructive way

## Evaluation system

<b>Continuous assessment</b>	<b>100%</b>
Evidence of the collection and reading of 15-20 documents, De contextualized note taking of at least 5 documents (mid-term)	30%
An individual research proposal of approx. 1500 words. Including a basic mini literature review of 1000 words to be built on in semester 2.	70%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

December 2017 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the [IPAG intranet](http://ipagora.ipag.fr/) platform:  
(<http://ipagora.ipag.fr/>)

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## Other resources

A number of other credible resources are available through the internet, including:

- *UNWTO World Tourism Organisation Website*
- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Sanders, Lewis and Thornhill (2006) *Research Methods for Business Students*, 5 FT, Prentice Hall, Harlow

### Additional:

Blaxter, Hughes and Tight (2001) *How to research*, 2 Open University Press, Buckingham

Bryman and Bell (2003) *Business Research Methods*, Oxford University Press

*Doing Qualitative Research* 2nd Ed. (2005) David Silverman. Sage

Course-specific material will also be provided by your lecturer during the course.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

Course open to exchange students.

Academic year : 2017-2018	Semester : 3 – ( 2nd year )				Nice Campus	
ENGLISH LANGUAGE						
Code : AL1B0301	ECTS : 5		Total : 32	Lectures : 0	Tutorials : 24	
Pre-requisites	None					
Co-requisites	None					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mrs. Sarah Willis

### Objectives

*The module aims to give students the skills required*

- To prepare students for an institutional TOEFL paper-based test to be taken at the end of the semester where a minimum score of 560 points should be obtained
- Listening, reading, writing, speaking and grammar skills are developed throughout the course to consolidate and extend existing linguistic knowledge in order to enable more fluent, effective and complex communication in the English language, both in a business context and in an academic context.

### Course content

The learning process will involve a variety of approaches so as to enhance student experiences. Lectures will introduce students to issues, concepts, theories and approaches.

Seminars/workshops will enable the student to apply this learning through the use of group discussion, case study work and role-play.

The subjects that will be covered are as follows :

- TOEFL preparation tutorials and mock tests to monitor progress.
- Within the framework of each topic, reading, writing and speaking skills are developed.

## Learning Outcomes

On completion of this module, students will have acquired the following skills:

- Gained an insight into the business culture of Anglophone communities.
- Be able to produce longer written texts of an expressive or discursive nature in a range of appropriate formats

## Evaluation system

Final Exam	50%
Coursework: presentation and research file	50%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

December 2017 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the IPAG intranet platform:  
(<http://ipagora.ipag.fr/>)

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**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

## Other resources

A number of other credible resources are available through the internet, including:

- **UNWTO World Tourism Organisation Website**
- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)

- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Barons TOEFL Longman

Course-specific material will also be provided by your lecturer during the course.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

Course open to exchange students.

Academic year : 2017-2018	Semester : 4 – ( BBA2 )				Nice Campus
MARKETING STRATEGY AND INNOVATION					
Code : AMKG0403	ECTS : 5	Total : 18h	Lectures : 09	Tutorials : 04	
Pre-requisites					
Co-requisites					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mr Dominic CALLAGHAN

### Objectives

This course is designed to introduce to students the basic tools used for company audit.

The course will enable students to understand where to find information required for the audit.

This course will give a basic understanding of how the tools can be interpreted for decision-making purposes.

### Course content

- The importance of strategy and vision
- The SWOT analysis (environment)
- The PESTEL analysis
- The PLC (product)
- The BCG Matrix (product)
- Ansoff Growth Strategy
- The Perceptual map (positioning)
- Porters models (competition)
- An overview of strategies concerning the 4 Ps
- An introduction to evaluation of performance

## Learning Outcomes

On completion of this module the student will be able to:

- *Understand the importance of a strategic approach to marketing*
- *Appreciate overall the application of strategic marketing tools*
- *Justify decision making based on the interpretation of marketing tools*

## Evaluation system

Final Exam	50%
Participation	15%
Continuous Assessment:	35%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

July 2018 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the IPAG Ipagora intranet (<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

## Other resources

A number of other credible resources are available through the internet, including:

- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)



- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Course-specific material is provided by your lecturer during the course.

- *Jim Blythe , Marketing Strategy, Mc Graw Hill Higher Education 2003*

### Additional Reading

- *Doole and Lowe 2007, International Marketing Strategy 5th Ed London Thomson*
- *David Jobber, Principles and Practice of Marketing 6th Ed. McGraw-Hill*
- *Dibb et al 5th Edition, Marketing Concepts and Strategies Houghton Mifflin*
- *S. Dibb and L. Simkin, The Marketing Casebook (London: Routledge, 1993)*
- *G.L. Lilien and P. Kotler, Marketing Decision Making ( New York: Harper and Row, 1983)*
- *John Saunders, The Marketing Book (London: Heinemann, 1987)*
- *S.T . Haimann, W.G. Scott, P.F. Connor, Management 5th Ed*

Course open to exchange students.

Academic year : 2017-2018	Semester : 4 – ( BBA2 )				Nice Campus
INTERNATIONAL BUSINESS ENVIRONMENT					
Code : AECO0401	ECTS : 5	Total : 32h	Lectures : 16	Tutorials : 08	
Pre-requisites					
Co-requisites					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

Mr. Dominic CALLAGHAN

### Objectives

This course is designed to introduce the students to the nature and practice of the International business environment. Students will be prepared to understand the global landscape by introducing the fundamental pillars of culture, ethics, economic, and information technology.

The course will also address key issues in regional business environments with concentrations on the Americas, Europe, Asia, Middle East and India.

This course is designed to provide a foundation of knowledge and application of foundational and functional tools to understand global business challenges and be more prepared for a career in global business.

### Course content

- Globalization and International Business
- Organisations and their business environments
- The international context of business
- Political and economic environments and socio-cultural differences
- Ethics in global business
- Global business strategy and organisation
- Managing global business (global HR, Marketing, Financial Management, Supply Chain Management etc.)
- Major trends and developments in globalisation.

## Learning Outcomes

On completion of this module the student will be able to:

- *Apply key concepts in international business to current IB issues*
- *Understand the relationship between firms and their business environments in the global landscape*
- *Understand the challenges and differences of operating businesses internationally*
- *Describe differences and similarities between regional, national and international environments, including political, legal, economic and cultural elements.*

## Evaluation system

<b>Final Exam</b>	<b>50%</b>
Mid-term Assessment	15%
Continuous Assessment:	35%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

July 2018 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the IPAG Ipagora intranet (<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

## Other resources

A number of other credible resources are available through the internet, including:

- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)

## Reading

### Required reading

Course-specific material is provided by your lecturer during the course.

- *Julian Gaspar et al (2014) Introduction to Global Business: Understanding the International Environment & Global Business Functions, 1st or 2nd edition. Engage Learning.*
- *Mike Peng (2014) Global Business, International Edition, 3e. Cengage Learning.*

## Planification

Order	Thèmes
Lecture 1	Introduction to course; rise of globalisation
Lecture 2	Evolution of International Business
Lecture 3	Regional Economic Integration
Lecture 4	The International Flow of Funds and Exchange Rates
Lecture 5	The Cultural Environment of Global Business
Lecture 6	The Legal, Economic and Political Environment of Global Business
Lecture 7	Corruption and Ethics in Global Business
Lecture 8	Entry Strategies in Global Business
Lecture 9	Control of Global Business
Lecture 10	The Organization of Global Business
Lecture 11	Global Human Resource Management
Lecture 12	Global Marketing
Lecture 13	Global Operations and Supply-Chain Management
Lecture 14	Global Financial Management
Lecture 15	Global Accounting and Taxation
Lecture 16	Managing Corporate Social Responsibility Globally.
Tutorial 1	Real-Life IB Case - Participation assignments
Tutorial 2	Real-Life IB Case - Participation assignments
Tutorial.3	Real-Life IB Case - Participation assignments
Tutorial 4	Real-Life IB Case - Participation assignments
Tutorial 5	Real-Life IB Case - Participation assignments
Tutorial 6	Real-Life IB Case - Participation assignments
Tutorial 7	Real-Life IB Case - Participation assignments
Tutorial 8	Real-Life IB Case - Participation assignments - Review

Course open to exchange students.

Academic year : 2017-2018	Semester : 4 – ( BBA2 )				Nice Campus
INTERNATIONAL NEGOTIATION					
Code : AMGT0401	ECTS : 5	Total : 32h	Lectures : 16	Tutorials : 08	
Pre-requisites					
Co-requisites					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Dr Claude ALAVOINE

### Objectives

This course is designed to introduce the students to the nature and practice of international business negotiations. This will include an understanding of the role and influence of culture in international business negotiations

This course is designed to enhance the student's comprehension of the negotiation process and its fundamental elements in order to further understand the influence of culture on negotiation in an international context.

The course focuses on cross-cultural communication and negotiation in business contexts rather than on general country or regional cultural issues.

### Course content

- Defining Negotiation
- Difference between project and conflict, factors increasing conflict
- Distributive and Integrative dimensions, orientations, structures and outcomes
- Fundamental elements of the process
- Preparation and strategies
- The specific nature of IBN
- The link between Culture and Negotiation. Does culture really make a difference?
- Culture and communication in a business context
- 12 cultural variables and two major orientations
- In Rome, do as Romans? How to prepare for International Business Negotiations

## Learning Outcomes

On completion of this module the student will be able to:

- Develop an understanding of cultures and subcultures and the role they play in communicating and negotiating effectively in a global business environment
- Examine contrasting cultural values and orientations and their impact on the international communication and negotiating process
- Understand cultural differences in communication and their impact on the business environment.

## Evaluation system

Final Exam	50%
Participation	15%
Continuous Assessment:	35%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

July 2018 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the IPAG Ipagora intranet (<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

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## Other resources

A number of other credible resources are available through the internet, including:

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- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Course-specific material is provided by your lecturer during the course.

- *International Business Negotiations*, GHOURI Pervez, USUNIER Jean Claude, *International Business and Management series*, Pergamon / Elsevier Science, 2nd Edition, 2003, ISBN-10 0080442935, ISBN-13 978-0080442938

### Further Recommended reading

- Brislin Richard W., *Understanding Culture's influence on behavior*, Harcourt College Publishers, second edition, 2000.
- Ferraro Gary P., *The cultural Dimension of International Business*, Prentice Hall, 5th Edition, 2005.
- HENDON Donald W., HENDON Rebecca Angeles, HERBIG Paul A., *Cross-Cultural Business Negotiations*, Greenwood Press, 1999
- LEWICKI Roy J., SAUNDERS David M., BARRY Bruce, *Negotiation*, Mc Graw Hill / Irwin, 5th Edition, 2006.
- VARNER Iris, BEAMER Linda, *Intercultural Communication in the Global Workplace*, 4th Edition, McGraw-Hill, 2006.

### Articles:

- Brislin, Richard W., Lavoie Kim, "Cultural diversity in peoples' understanding and uses of time", *Applied psychology: An International Review*, Vol. 52 (3), 2003, pp. 363-382.
- Sebenius James K., "Six habits of merely effective negotiators", *Harvard Business Review*, April 2001, pp. 87-95.
- Sebenius James K., "The hidden challenge of cross-border negotiations", *Harvard Business Review*, March 2002, pp. 4-12.
- Weiss Stephen E., "Negotiating with Romans", *Sloan Management Review*, Vol. 35, n°2, Winter 1994, part I, pp. 51-61, Vol. 35, n°3, Spring 1994, part II, pp.85-99.

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

Course open to exchange students.

<b>Academic year :</b> 2017-2018	<b>Semester : 4 – ( BBA2 )</b>				<b>Nice Campus</b>
<b>INTRODUCTION TO BUSINESS LAW</b>					
<b>Code : RDRT0401</b>	<b>ECTS : 3</b>	<b>Total : 20h</b>	<b>Lectures : 8</b>	<b>Tutorials : 7</b>	
<b>Pre-requisites</b>	None				
<b>Co-requisites</b>	None				

## I. INSTRUCTORS

- **Lectures : (Paris or Nice)**
  - Kevin Joseph O'HARA (Nice) Course leader.
- **Course Work : (Paris or Nice)**
  - Kevin Joseph O'HARA (Nice)

## II. COURSE DESCRIPTION

This course is an Introduction to European Law: the European Institutions, Sources of Union Law, EU and National Law, The European Convention on Human Right and Free movement of Workers and Competition Law and Policy.

## III. PEDAGOGICAL OBJECTIVES (*CILOs : Course Intended Learning Outcomes*)

- **Knowledge**
  1. Acquire key knowledge regarding the European legal environment;
  2. Develop awareness of European Law contexts;
- **Skills**
  3. Understanding and working with EU legal materials;
  4. Understanding EU legal terminology.



## IV. CONTRIBUTION TO THE PROGRAMME AND THE YEAR OBJECTIVES

This course provides a selection of contributions to the overall program and yearly objectives:

- It develops the theoretical knowledge useful to understand a European case law.
- It gives students practical and professional skills in European Law.

Moreover, students will be required to present and communicate their group work in spoken and written English.

## V. PEDAGOGICAL METHODS

The teaching approach is based on theory and the presentation of concrete cases. It is therefore an interaction and permanent exchange between the professor and the attendees which are sought for. Students also have to prepare cases presented in class.

## VI. ASSESSMENT

Pedagogical objectives assessed	Mode of assessment and percentage	Description
1,2.	<b>50 % Essay</b>	2500 Words Essay on an independent topic of self-study given at the first lecture and submitted at the last lecture. (also a marker for the Continuous assessment grade)
3,4.	<b>50% Final exam (2 Hour)</b>	Typically, 2 marks above the Essay grade e.g.

### Re-sit Exam Procedures:

See the full procedures in the pedagogical regulations

*All assessments will cover the program as defined in the teaching note whether it has been treated in whole or in part during the course.*

## VII. BIBLIOGRAPHY

### ▪ Obligatory Reading

- Craig, P. and De Burca, G. (2015) *EU LAW. Text Cases and Materials* (6th ed). Oxford,

### ▪ Recommended Reading

- European Union Law Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.

## VIII. Course Schedule

sion	Theme	Additional Activities
Lecture 1	<b>The European Institutions</b> The role, functions and memberships of the European Parliament. The decision making process within the European Union. The relationship between the European Parliament, the Council of Ministers and the Commission.	<b>Essential Reading</b> Chapters: 1,2 and 5 Craig, P.and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford
Lecture 2	<b>The European Institutions</b> The role, function and membership of the Council of Ministers. The role of the Committee of Permanent Representatives (COREPER) The role, function and membership of the European Court of Justice.	<b>Essential Reading</b> Chapters: 1,2 and 5 Craig, P.and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford
lecture 3	<b>The European Institutions</b> The role, function and membership of the General Court. The role, function and membership of the European Economic and Social Committee and the Committee of the Regions. The role, function and membership of the European Council.	<b>Essential Reading</b> Chapters: 1,2 and 5 Craig, P.and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford
Lecture 4	<b>Sources of Union Law</b> The importance of the Treaties as the primary source of EU law. The types of administrative acts under art.288 TFEU The definition of a Regulation, a Directive and a Decision.	<b>Essential Reading</b> Chapter: 4 Craig, P.and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford Chapter: 3 <i>European Union Law</i> Nutshells. (2015). (8 <sup>th</sup> ed) Sweet and Maxwell.

Lecture 5	<p><b>Sources of Union Law</b></p> <p>The use of General Principles as a source of EU law and the important role they play.</p> <p>The meaning of general principles such as – Proportionality, Protection of legitimate expectations, Non-discrimination, Protection of fundamental rights and Procedural rights.</p>	<p><b>Essential Reading</b></p> <p>Chapters: 4</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 3</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>
Lecture 6	<p><b>Sources of Union Law</b></p> <p>The main “tools” of interpretation used by the European Court of Justice (ECJ).</p>	<p><b>Essential Reading</b></p> <p>Chapters: 4</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 3</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>
Lecture 7	<p><b>EU and National law</b></p> <p>The relationship between Union and national law.</p> <p>The supremacy of EU law.</p> <p>The difference between a monist and a dualist system of law.</p>	<p><b>Essential Reading</b></p> <p>Chapters: 7 and 9</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 4</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>
Lecture 8	<p><b>EU and National law</b></p> <p>The meaning of “direct effect” and the conditions required to enforce it.</p> <p>Direct effect of Treaty articles.</p> <p>Direct effect of Regulations, Directives and Decisions.</p>	<p><b>Essential Reading</b></p> <p>Chapter: 7 and 9</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 4</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>

Lecture 9	<p><b>EU and National law</b></p> <p>The difference between vertical and horizontal direct effect. The development and application of indirect effect.</p>	<p><b>Essential Reading</b></p> <p>Chapter: 7 and 9</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 4</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>
Lecture 10	<p><b>The European Convention on Human Rights (ECHR)</b></p> <p>The background to the ECHR. The human rights machinery. The right of the individual petition.</p>	<p><b>Essential Reading</b></p> <p>Chapter: 11</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 13</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>
Lecture 11	<p><b>The European Convention on Human Rights (ECHR)</b></p> <p>The Human Rights Act 1998. The Charter of Fundamental Rights. The relationship between EU law and the case law of the ECHR.</p>	<p><b>Essential Reading</b></p> <p>Chapter: 11</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 13</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>
Lecture 12	<p><b>The European Convention on Human Rights (ECHR)</b></p> <p>The relationship between the ECJ. The relationship between the ECJ and the ECHR.</p>	<p><b>Essential Reading</b></p> <p>Chapter: 11</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p> <p>Chapter: 13</p> <p><i>European Union Law</i> Nutshells. (2015). (8<sup>th</sup> ed) Sweet and Maxwell.</p>

Lecture 13	<p><b>Free Movement of Workers (1)</b></p> <p>The Legal Framework regarding Free Movement of Workers: Treaty, Regulations, Directives and Judgments of the European Court of Justice.</p> <p>What is a Worker?</p> <p>Eligibility for Employment.</p> <p>Equality of Treatment Within Employment.</p>	<p><b>Essential Reading</b></p> <p>Chapter: 21</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p>
Lecture 14	<p><b>Free Movement of Workers (2)</b></p> <p>Social and Tax Advantages.</p> <p>Vocational Training.</p> <p>Workers Families.</p> <p>Exceptions to the Free Movement of Workers under Article 39(3) and Directive 64/221.</p> <p>Public Policy and Public Security.</p> <p>Public Health.</p> <p>The Public Service Exception.</p> <p>Procedural Safeguards.</p>	<p><b>Essential Reading</b></p> <p>Chapters: 21</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p>
Lecture 15	<p><b>Competition Law and Policy (1)</b></p> <p>Introduction to core issues.</p> <p>Article 81</p> <p>"Agreement".</p> <p>"Undertakings".</p> <p>"Decisions by associations of undertakings".</p> <p>"Concerted Practices".</p> <p>"Object or Effect".</p> <p>"The prevention, restriction or distortion of competition within the common market".</p> <p>"to an appreciable extent"</p> <p>"which may affect trade between Member States".</p>	<p><b>Essential Reading</b></p> <p>Chapter: 26</p> <p>Craig, P. and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford</p>

Lecture 16	<b>Competition Law and Policy (2)</b>  Exemptions. Block Exemptions. Individual Exemptions. Article 82. "Dominant Position". Relevant Market. Establishing Dominance. Collective Dominance. Abuse. "In so far as it may affect trade between Member States" Enforcement.	<b>Essential Reading</b>  Chapter: 26  Craig, P.and De Burca, G. (2015) <i>EU LAW. Text Cases and Materials</i> (6th ed). Oxford
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Academic year : 2017-2018	Semester : 4 – ( BBA2 )				Nice Campus
MARKETING RESEARCH					
Code : AMKG0402	ECTS : 5	Total : 32h	Lectures : 10	Tutorials : 14	
Pre-requisites					
Co-requisites					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mrs Valérie LOUBAT
- Mr. James CARSON SPSS tutorials

### Objectives

This course is designed to explore different approaches in Marketing research.

The course focuses on key issues to exploit Marketing Research data for management decision-making.

This course is designed to enhance the students understanding of the marketing research industry and to develop skills required by the researcher and understand different applications of Marketing Research.

### Course content

- The marketing research process;
- primary and secondary information sources;
- qualitative and quantitative approaches;
- questionnaire design;
- sampling methods;
- data entry and analysis of quantitative data using SPSS;
- analysis and interpretation of qualitative data from focus group discussions;
- Issues in international marketing research.
- The creation of simple web-based questionnaires from a web-based survey administration site.

## Learning Outcomes

On completion of this module the student will be able to:

- *understand the process of marketing research and its different processes*
- *identify sources of information*
- *understand different research methods*
- *apply selected research methods*
- *analyse and interpret both qualitative and quantitative data*
- *conduct and analyse a focus group discussion*
- *build a simple questionnaire from a web-based survey administration site.*

## Evaluation system

Final Exam	50%
Participation	15%
Continuous Assessment:	35%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

July 2018 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the IPAG Ipagora intranet (<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

## Other resources



A number of other credible resources are available through the internet, including:

- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Course-specific material is provided by your lecturer during the course.

- Mark Saunders, Philip Lewis and Adrian Thornhill, *Research methods for business students*, 6th Edition Prentice Hall (2012)
- *E. BOOK: Marketing Research: A practical Approach: Bonita KOLB*

### Additional Reading

- *Chisnall, Marketing Research*
- *West, Marketing Research*
- *McDaniel Marketing Research Essentials*
- *Malhotra and Peterson , Basic Marketing Research 2nd Ed 2006 Pearson*

*Course open to exchange students.*

Academic year : 2017-2018	Semester : 4 – ( BBA2 )				Nice Campus
PRINCIPLES OF FINANCE					
Code : AFIN0401	ECTS : 5	Total : 32h	Lectures : 12	Tutorials : 12	
Pre-requisites					
Co-requisites					

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

### Lecturer

- Mr Tony BROOKING

### Objectives

This module assumes a basic knowledge of accounting. It is an introduction to the world of finance and focuses on developing an understanding of sources of finance available to international business and the mechanisms by which finance is raised. The international aspect of the course is explored through the study of foreign exchange risk and its management.

### Course content

Students will examine the sources of finance available to international business and how it is raised ; the management of working capital ; the cost of capital and how it is linked to capital structure of the company ; the concept of value and investment decisions, foreign exchange risk and its management.

### Learning Outcomes

On completion of this module the student will be able to:

- Identify the sources of long, medium and short term finance available and how it is obtained
- Evaluate and justify investment decisions
- Describe the nature of and evaluate foreign exchange risk

- Use finance concepts to evaluate the financial implications of relevant business decisions

### Evaluation system

Final Exam	50%
Mid-term Assessment:	15%
Continuous Assessment:	35%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

### Resits

July 2018 - see academic calendar

### e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

### IPAG resources:

The following are both available through the IPAG Ipagora intranet (<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**'Business Source Complete':** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country-and industry-focused reports and data.

### Other resources

A number of other credible resources are available through the internet, including:

- **International New York times**
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Financial Times**
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Course-specific material is provided by your lecturer during the course.

- *Atrill Financial Management for Non-specialists* Pearson Education
- *McLaney Business Finance – Theory and Practice* Pearson

### Further Recommended reading

- *Fundamentals of Corporate Finance*, Parrino & Kidwell., 2009, Willey
- *Fundamentals of Corporate Finance*, Ross, Westerfield , Jordan, 2003, International Edition, Mc Graw-Hill

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups*

*Course open to exchange students.*

Academic year : 2017-2018	Semester : 4 – ( BBA2 )				Nice Campus
ENGLISH LANGUAGE					
Code : AL1B0401	ECTS : 5	Total : 32	Lectures : 0	Tutorials : 24	
Pre-requisites	None				
Co-requisites	None				

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

#### Lecturer

- Mrs Sarah WILLIS

#### Objectives

The module aims to continue preparing students for an institutional TOEFL paper-based test to be taken at the end of the semester where a minimum score of 560 points should be obtained.

Listening, reading, writing, speaking and grammar skills are developed throughout the course to consolidate and extend existing linguistic knowledge in order to enable more fluent, effective and complex communication in the English language.

Academic writing skills are also revisited to support the Research Methods module.

#### Course content

- The module is organised around topics providing insights into the business culture of Anglophone communities. Within the framework of each topic, reading, writing and speaking skills are developed.
- TOEFL preparation tutorials and mock tests to monitor progress.
- Support workshops to examine academic writing style in preparation for the dissertation module.

#### Learning Outcomes

On completion of this module, students will have acquired the following skills:

- Have a sufficient command of the English language to progress onto the 3rd year of university in Britain and to follow courses comfortably.

- Have understood the importance of correct academic referencing and the methodology and academic vocabulary relating to the dissertation module.

### Evaluation system

Final Exam	50%
Participation	15%
Continuous Assessment:	35%

To receive the credits for this course, students must obtain:

- an average mark of **10** or more, *and*
- a minimum mark of **8** in the exam.

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

### Resits

July 2018 - see academic calendar

### e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

### IPAG resources:

The following are both available through the IPAG Ipagora intranet (<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**ProQuest ABI:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data.

### Other resources

A number of other credible resources are available through the internet, including:

- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Course-specific material is provided by your lecturer during the course.

- R. LOWES, H. PETERS, M. TURNER, 2004 *The International Students Study Guide: Studying in English*: London Sage
- E. PAYNE, L. WHITTAKER, 2006: *Developing Essential Study Skills*, 2 ED Harlow: Pearson Education
- Barons TOEFL

Course closed to exchange students.

<b>Academic year :</b> 2017-2018	<b>Semester : 4 – ( BBA2 )</b>				<b>Nice Campus</b>
<b>RESEARCH METHODS II</b>					
<b>Code :</b> ARCH0401	<b>ECTS :</b> 5	<b>Total :</b> 18	<b>Lectures :</b> 4	<b>Tutorials :</b> 9	
<b>Pre-requisites</b>	Research Methods I				
<b>Co-requisites</b>	None				

*In addition to formal teaching time, students are also expected to do their own reading as well as preparation work and any other work required for continuous assessment as individuals or in groups.*

#### Lecturer

- Mrs Linda PRINCE

#### Objectives

The module aims to give students the skills required to be efficient researchers in order to be able to attempt an extended research project with an international focus. This course builds on the research project undertaken in year 1

#### Course content

- Reflection on choice of topic for research focus.
- Organisation and methodology of review of relevant literature in a secondary data search, leading to the development of a research proposal incorporating a literature review and a research strategy.
- Undertake primary research and incorporate the findings and data analysis in the research report.

#### Learning Outcomes

On completion of this module the student will be able to:

- Understand the key components of a research proposal
- Understand the basic issues involved in developing a research project from initial ideas to data analysis.
- Understand why you need a clear research topic.
- Understand what a literature review should contain.
- Be able to systemize and analyse field notes.
- Recognise what is involved in writing a methodology chapter documenting the research process
- Be able to present data effectively.



## Evaluation system

Continuous Assessment	100%
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An individual research project of approx. 4000 words, including a basic literature review building on work produced in semester 1 and primary research data analysis and reporting.

To receive the credits for this course, students must obtain:

- an average mark of **10** or more,

*Note that standard IPAG calculators will be issued for tests and exams. Please ask your course leader if you would like help in working with this calculator.*

## Resits

July 2018 - see academic calendar

## e-Learning

There is no formal e-learning element for this course, however a number of online resources are available to students for further research and background reading.

## IPAG resources:

The following are both available through the IPAG Ipagora intranet (<http://ipagora.ipag.fr/>)

**Dow Jones Factiva:** Business news, information and sophisticated search tools.

**Business Source Premier:** Thousands of full-text journals, dissertations, working papers, newspapers such as The Wall Street Journal and The Financial Times, as well as country-and industry-focused reports and data.

## Other resources

A number of other credible resources are available through the internet, including:

- **BBC News:** [news.bbc.co.uk](http://news.bbc.co.uk)
- **The Economist:** [www.economist.com](http://www.economist.com)
- **Time magazine:** [www.time.com](http://www.time.com)
- **Business Week:** [www.businessweek.com](http://www.businessweek.com)

## Reading

### Required reading

Course-specific material is provided by your lecturer during the course.

- *Sanders, Lewis and Thornhill, Research Methods for Business Students, 5 FT Prentice Hall, Harlow, 2006*
- *Blaxter, Hughes and Tight, How to Research, 2 Open University Press, Buckingham, 2001*
- *Bryman and Bell, Business Research Methods, Oxford University Press*      *Doing Qualitative Research 2nd Ed. (2005)*

Course closed to exchange students.