

## **BBA International La Rochelle**

### **Programme Specifications & Details**



## 1. PROGRAMME DETAILS

Year 2: All Year 2 courses are core courses			
Courses	Semester Fall and Spring	ECTS credits	Progression requirements
→ International Trade Techniques	F	3	<b>60 ECTS credits required to progress (30 ECTS per semester)</b>
→ Business Game : Job trotter	F	0	
→ Master Class : Pedagogy and Educational Systems	F	0	
→ Cross-Cultural Management	F	3	
→ Financial Management	F	6	
→ International Economics & Sustainable Development	F	3	
→ Geopolitics : Asia 1	F	3	
→ Business processes and operation management	F	3	
→ French intensive seminar	F	0	
→ English for Contemporary Issues	F	5	
→ Second language (Spanish, Deutsch, French, ...)	F	2	
→ Connexion to job market in Asia: Skills and Tools	F	1	
→ Web publication	F	1	
→ Supply Chain Management	S	3	
→ Fundamentals of Information System & Web Development	S	6	
→ Fundamentals of Management Control	S	3	
→ Geopolitics: Asia 2	S	3	
→ Market Research	S	3	
→ French intensive seminar	S	0	
→ English for academic purposes	S	6	
→ Second language (Spanish, Deutsch, French, ...)	S	2	
→ Business and Humanities	S	4	

# FALL SEMESTER

## STRATEGY & CSR

## INTERNATIONAL TRADE TECHNIQUES

21 HRS

3 ECTS

Import and export operations: logistics, customs, finance, risk management, documents. The course follows the chronological steps of an import/export operation. It is modelled on the reality of an operation as it occurs in business, to allow students to visualise the steps and validate the acquisition of the specific techniques.

### Intended Learning Outcomes (ILOs)

How to take into account the main elements to consider when realising an international sale contract:

- Price and risk management.
- Transport and delivery conditions.
- Terms, techniques and means of payment.

## HUMAN RESOURCES

## CROSS-CULTURAL MANAGEMENT

21 HRS

3 ECTS

This course provides an introduction to the field of cross-cultural management. It explains and discusses the increasing importance of cross-cultural management as well as the external factors that have led to this. It gives an overview of the main theories, frameworks and concepts of cross-cultural management and will focus on some emerging countries in particular, like China, India, Brazil, Germany and the USA. It will also present different concepts in relation to cross-cultural management, like teamwork, negotiation, expatriation and the different levels of culture.

### Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to:

- Explain the importance of cross-cultural management.
- Analyse cultures by the use of frameworks and theories seen in class.
- Apply the concepts and theories to different situations.
- Explain cross-cultural communications, negotiation, expatriation and teamwork.
- Describe and understand the culture of some major world economies.

## ECONOMY & FINANCE

## FINANCIAL MANAGEMENT

42 HRS

6 ECTS

This course presents the financial environment of a company in terms of goals and management. It details the tools needed to assess the financial health of a business. The techniques and approaches needed to diagnose the financial strategy, solvency and profitability of a company are developed. At the end of the course, student will be able to develop the understanding of interactions between investment and financial decisions to value the firms. The course also aims to provide useful tools to compute firms' profits, cash flow, IRR, present value, and future value.

### Intended Learning Outcomes (ILOs)

- To deepen the understanding of corporate finance fundamentals
- To develop the understanding of interactions between investment and financing decisions to improve the value of firms
- To establish a connection between decision making in marketing, operations management and corporate strategy by applying finance related tools
- To have the ability to structure and perform a complete firm financial assessment.

**STRATEGY & CSR****INTERNATIONAL ECONOMICS & SUSTAINABLE DEVELOPMENT****21 HRS****3 ECTS**

The international economic structures of the world are undergoing enormous change. We seek to understand the key elements of this change, to analyse what point we have already reached in this global shift and to see which paths are sustainable and will lead to the most promising future.

Thus the course will clarify if the current paradigm in international economy, international finance and macroeconomic regulation is sustainable. This question will be enriched by an analysis of the impacts of changing environment on management and citizenship through the concepts of Corporate Social Responsibility (CSR) and Sustainable Development.

**Intended Learning Outcomes (ILOs)**

- ➔ Explain international trade theories, the changing global economy and the globalisation debate (economic, social and ecological limits).
- ➔ Explain how environment influences international economy, international management, the consumer and all the society.
- ➔ Explain the concept of Corporate Social Responsibility and to show how climate change action can be a business opportunity.
- ➔ Develop critical thinking skills.

**CULTURE****GEOPOLITICS : ASIA 1****21 HRS****3 ECTS**

History and geopolitical issues of the emergence of Asia in the world economy since 1945. From the place of Japan to Chinese hegemony.

**Intended Learning Outcomes (ILOs)**

- ➔ Understand the emergence of Asia in the 21st century economy. From the Japanese economy to Chinese power,

**SUPPLY CHAIN****BUSINESS PROCESSES & OPERATION MANAGEMENT****21 HRS****3 ECTS**

Course focused on quantitative methods and process vision without going into a very quantitative course but by giving both calculative and managerial bases.

Business Process Analysis, Product and service development, Inventory Management, Production Capacity Planning (Management of resources), Project scheduling (GANTT, Chemin critique, PERT), Assignment and transport problems, introduction of Lean Management

**Intended Learning Outcomes (ILOs)**

- ➔ Introduction to the "basics" in project management, such as BPA and project scheduling, then resource and inventory management.

## SPRING SEMESTER

### SUPPLY CHAIN

### SUPPLY CHAIN MANAGEMENT

21 HRS

3 ECTS

The aims of this course is to to give to the students the key concepts of the logistics. They will understand global logistics through its tasks, its jobs and some of its operational tools. During this course, the students will understand the economic importance of the logistics as well as its practices within a firm. At the same time, the students will be introduced in Supply Chain Management and will be able to identify the differences between the transactional and relational exchanges. Furthermore, the students will acquaint with contemporary logistic information technologies. Finally, this course will allow them to understand the first notions around the green and sustainable logistics.

#### Intended Learning Outcomes (ILOs)

- Memorise, describe and compare the logistics/SCM organizations and specific vocabulary.
- Compare logistics/SCM organizations and structures
- Recognize the place of the logistics/SCM department within a company (activities, relationships)
- Use some operational tools used in logistics and SCM.
- 5) Discover the green and sustainable logistics.

### ECONOMY & FINANCE

### FUNDAMENTALS OF INFORMATION SYSTEM & WEB DEVELOPMENT

42 HRS

6 ECTS

This course provides learners with the conceptual and practical knowledge that will enable them to operate an Enterprise Resource Planning (ERP). It offers an operational approach illustrated by learning how to set up and administer a free or proprietary information system.

#### Intended Learning Outcomes (ILOs)

At the end of this course, learners are able to:

- Explain the main concepts related to Information Systems (IS) / Enterprise Resource Planning (ERP);
- Differentiate the different constituent dimensions of an ERP (Technical Dimension, Organizational Dimension and Managerial Dimension);
- Manipulate an ERP under the conditions that the learner is likely to encounter in companies.
- Participate in the implementation of an ERP

### ECONOMY & FINANCE

### FUNDAMENTALS OF MANAGEMENT CONTROL

21 HRS

3 ECTS

This course deals with the fundamentals of cost accounting. The course presents the theory, procedures & practice relating to product costs, including CVP analysis, job order, process & standard cost systems.

#### Intended Learning Outcomes (ILOs)

- understand the primary factors in determining an organization's strategies, why the firm's strategies should change and how accounting relates to organizational strategies.
- Understand how costs are classified, why such classifications are useful and the assumptions made relative to cost behavior.
- Understand cost-volume-profit analysis and break-even.
- Demonstrate the ability to apply accounting knowledge and skills in the functional area of cost accounting (Job costing, process costing and Activity based costing).

History and geopolitical issues of the emergence of Asia in the world economy since 1945. From the place of Japan to Chinese hegemony.

**Intended Learning Outcomes (ILOs)**

- Understand the emergence of Asia in the 21st century economy. From the Japanese economy to Chinese power,

Market research is one of the key steps to manage a business. It allows to check the consistency of a project and its commercial feasibility. This module will allow students to gain knowledge about the different research tools (used by marketers) and to analyse the stakes of a company's project. I will also allow students to understand the ways market research could be beneficial to understand consumers and prospective buyers' attitudes and behaviours.

**Intended Learning Outcomes (ILOs)**

- Understand the importance of market research in companies
- Conduct market research by understanding its method
- Evaluate a piece of market research

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*If you have any further questions, please contact the International Admissions team.*

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