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UNIVERSITY OF ORLEANS

Academic year 2010/2011

MASTER'S DEGREE IN INTERNATIONAL EXCHANGES

Specialising in : LANGUAGES INTERNATIONAL BUSINESS AND
EUROPEAN MANAGEMENT (LAME)

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« Dossiers de candidature Faculté des Lettres »

PROGRAMME IN LANGUAGES, INTERNATIONAL BUSINESS AND EUROPEAN MANAGEMENT (LAME)

Course coordinator : Greg Thompson - greg.thompson @univ-orleans.fr ☎ 02.38.41.71.45

Presentation :

- **MBA type course in a context of the globalisation of the world economy it will enable the University of Orleans to enhance its international renown.**
- **It will replace the current Post Graduate Certificate in European Management and will offer a full degree programme for future foreign managers.**

OBJECTIVES

- **The aim of this course is to offer non-francophone students the opportunity to acquire fundamental knowledge in the following disciplines :**
- **European management ;**
- **Financial management ;**
- **European Law ;**
- **European Business Law ;**
- **French.**

SPECIFICITIES

- **The course will be taught in English either by faculty from the University of Orleans or visiting professors from our partner universities in Europe or outside Europe.**
- **Non-francophone students can study intensive French at beginner or elementary level.**
- **Future managers from Asia, USA or elsewhere will be able to acquire a better knowledge of the working of the EU and European business practices.**

INTAKE

- **Students who have a Bachelors degree in one of the following subjects.**
- **Languages, Humanities and Social Sciences.**
- **Management.**
- **Law.**
- **Economics.**
- **With at least an upper intermediate level in English (216 TOEFL).**
- **Students whose mother tongue is French will not be eligible.**

Job opportunities

- **Graduates will be able to work in the following areas :**
 - **Multi-national companies or in international departments of national companies.**
 - **In SMEs in their country of origin.**
 - **In marketing departments, Human resources, finance etc...**

Semester 1

Semester 1						
Code	Title	Hours per week		Hours per semester	Professeurs	ECTS
		class	lecture			
UE LMO1M10	Business english	2		24	Mr Casquet	3
UE LMO1M100	Project management		2	24	Mr Montuir	3
UE LMO1M20	French	4		48	Mr Brunot	5
UE LMO1M30	Organisation labour theory		1,5	18	Mrs Bagla	3
UE LMO1M40	Introduction to European Law		1	12	Mrs Raffenne	3
UE LMO1M50	European institutional systems		1	12	Mrs Haguenu-Moizard	2
UE LMO1M60	European economic environment		2	24	Mrs Rabaud	3
UE LMO1M80	CV workshop			7,5		
UE LMO1M90	Elective		1,5	20		3
UE LMO1M9B	Elective LCT		1,5	40		5
TOTAL		6	10.5	229.5		

Semester 2

Semester 2						
code	Title	Hours per week		Hours per semester	Professeurs	ECTS
		class	lecture			
UE LMO2M10	Business english	2		24	Mr Casquet	3
UE LMO2M110	Quality control	1.5		18	Mr Séon	2
UE LMO2M20	French	3		36	Mr Brunot	4
UE LMO2M40	International banking management		1	12	Mrs Vaubourg	2
UE LMO2M50	European Business law		1	12	Mrs Raffenne	2
UE LMO2M60	Financial Analysis		1	12	Visiting Professor	2
UE LMO2M70	Culture staff and management		1	12	Mrs Bagla	2
UE LMO2M80	European economic history		1	12	M. Saucier	2
UE LMO2M9A	Elective ALL/SDL		1	20		3
UE LMO2M9B	Elective LCT		1	20		3
UE LMO2M100	Internship (France or Abroad)			3 months		5
TOTAL		6.5	7	190		

Semester 3 and 4

Semester 3						
Code	Title	Hours per week		Hours per semester	Professeurs	ECTS
		class	lecture			
UE LMO3M10	Business english	1,5		18	Mr Casquet	3
UE LMO2M20	French	2		24	Mr Brunot	6
UE LMO3M30	Computing	2		24	Mr Billard	3
UE LMO3M40	European Business Law 2		1	12	Mrs Raffenne	3
UE LMO3M50	Internationalisation strategy		1	12	Mr Saucier	3
UE LMO3M60	British or american civilisation		2	24	Mrs Fischer	3
UE LMO3M70	Elective ALL/SDL		2	20		3
UE LMO3M80	Elective LCT		4	20		6
UE LMO3M90	Job seeking workshop			7,5		
TOTAL		5,5	10	161,5		

Semester 4					
Code	Title	Hours per week	Hours per semester		ECTS
UE LMO4M10	Internship (France)		5 months		30

Course Description

SEMESTER 1

UE LMO1M10 – Business english	Lecturer : Mr CASQUET	3 ECTS
Objectives : Mastering of economic and business english		
Description : Economic and business english themes linked with : Marketing, Cross-Cultural Management, Business Ethics, Corporate Social responsibility, Globalisation, International Trade		
Oral expression : improvement of oral skills throught the use of modern tools , video conferencing ,internet etc.		

UE LMO1M100 - Project management	Lecturer : M. MONTHUIR	3 ECTS
Contents :		
<u>Theory (lectures 8 h)</u>		
Integration Project Management, Scope Project Management, Time Project Management, Cost Project Management, etc. quality, ressources resources, communication, Procurement, risks.		
<u>applications 16 h</u>		
use of MS Project 2007 software		
Pre-requisites : A little mathematics & logic		
Objectives :		
Get knowledge on areas of Project Management including Project Management techniques and tools generally accepted (different industry sectors)		
Get a common lexicon (also in French) within the profession for talking about Project Management)		
Apply some of tools and techniques such as MS Project 2007 software.		

UE LMO1M20 - French	Lecturer : M. BRUNOT	5 ECTS
Description : The french course sees students progressing from A1 to A2 level for beginners. The teacher will use the following method ; "Objectif Express" (The professional world) level one published by Hachette, students will be required to purchase the book and workbook. Students who come to Orleans with a sound basic knowledge of french will be placed in courses which match their level.		

UE LMO1M30 – Organizational theory and labor relations	Lecturer : Ms BAGLA	3 ECTS
Objectives Organizational Theory and Labor Relations Sociology The course aims to prepare students for a “reflexive” approach to organizational life (from the point of view of the manager and also as a “human resource”). Case studies will complete the explanation of various theories.		

UE LMO1M40 – Introduction European law	Lecturer : Ms RAFFENNE	3 ECTS
Description : Description :: This course introduces students to the institutional framework and legislation of the European Union. It gives students a good foundation in European law. At the end of the course, students must be able to comprehend the nature of European law through analysis of its institutions and sources of law. They must also understand the basic mechanisms of interaction of the European legal system with other international legal systems and Member States’ legal systems		

UE LMO1M50 - European Institutional systems	Lecturer : Ms HAGUENAU-MOIZARD	2 ECTS
This course provides students with information about the political organisations of the member States of the European Union and the candidate States and the common features of those organisations and the peculiarities of each system.		

UE LMO1M60 - European Economic Environment	Lecturer : Ms RABAUD	3 ECTS
This course is divided into various subjects : an introduction to the Euro Currency: concept and implementation, EU enlargement and monetary aspects, economic relationships between the EU and developing countries (presentation of international institutions such as IMF, European Investment Bank...), and regional EU policies.		

UE LMO1M90 - ELECTIVE 1		3 ECTS
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UE LMO1M9B - ELECTIVE 2		5 ECTS
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SEMESTER 2

UE LMO2M10 – Business english	Mr CASQUET	3 ECTS
Objectives : Mastering of economic and business english		
Description : Economic and business english themes linked with : Marketing, Cross-Cultural Management, Business Ethics, Corporate Social responsibility, Globalisation, International Trade		
<u>Oral expression</u> : improvement of oral skills throught the use of modern tools , video conferencing ,internet etc.		

UE LMO2M110 – Quality control	Mr Séon	2 ECTS
<p>Objectives : Give students knowledge about certification processes .Understanding Quality management .</p> <p>Description :</p> <p>Setting up a quality control system</p> <p>ISO 9000</p> <p>Conducting a certification process</p> <p>Assessment of a firm according to EFQM references</p>		

UE B220 FRENCH	Lecturer : M. Brunot	4 ECTS
<p>Description : The french course sees students progressing from A1 to A2 level for beginners. The teacher will use the following method ; "Objectif Express" (The professional world) level one published by Hachette, students will be required to purchase the book and workbook. Students who come to Orleans with a sound basic knowledge of french will be placed in courses which match their level.</p>		

UE LMO2M40 – International banking management	Lecturer : Ms Vaubourg	2 ECTS
<p>Description : At the end of this course the student should know the general characteristics of banking activities and the main threats affecting this activity in Europe and their expected outcome. They should know the specificities of banking systems in the main European countries.</p>		

UE LMO2M50 – European Business Law	Lecturer : Ms Raffenne	2 ECTS
<p>Description This course provides the student with a basic understanding of business organizations. This seminar introduces students to the main principles of corporate law in France and in other Member States of the European Union. Corporations, partnerships, sole proprietorships, as well as LLP's and LLC's, are compared and contrasted.</p>		

UE LMO2M60 - Financial analysis and risk management	Lecturer : M. Payne	2 ECTS
<p>Description This course focuses on financial tools critical to making sound managerial decisions. Students learn how the macroeconomic effects of interest, exchange, and inflation rate conditions are tied directly to corporate profitability and risk. Asset valuation methods, risk measures, capital budgeting techniques, and decision rules for managing value-at-risk are presented. Derivative securities including futures, options and swaps are introduced along with associated international financial reporting standards.</p>		

UE LMO2M70 - Culture Staff and Management	Lecturer : Ms Bagla	2 ECTS
<p>Description This course aims to prepare students to understand the relationship and interactions between the model of organization, the model of men and the model of management. Human resource management will be approached in a historical and holistic perspective.</p>		

UE LMO2M80 - European Economic History	Lecturer : M. Saucier	2 ECTS
Description This is a brief cultural course at the end of which students may better understand what are the global characteristics of European economies and societies since the English industrial revolution. The following themes will be developed : European growth, European expansion, changing social structures, history of social security systems, the building of the E.C.		

UE LMO2M9A - ELECTIVE 1 ALL		3 ECTS
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UE LMO2M9B - ELECTIVE 2 LCT		3ECTS
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UE LMO2M100 - Internship		5 ECTS
Description Students have to do a three month internship in a company		
Students are assessed by the firm, they write a thirty page report and have to do a presentation		

SEMESTER 3

UE LMO3M10 - English	Lecturer : M. Casquet	3 ECTS
Objectives : Proficiency in English for business purposes		
Description Commercial English (1h30) types of business, financial documents, advertising, business letters		

UE LMO3M20 - French	Lecturer : M. Brunot	6 ECTS
Objectives :		
Description :		

UE LMO3M30 - Computing	Lecturer : M. Billard	3 ECTS
Objectives: Create and manage a data base , Use of requests (advanced level)		
Description : Learning of the use of data base software (ACCESS)		

UE LMO3M40 - European business Law 2	Lecturer : Ms Raffenne	2 ECTS
Objectives :This course presents the multiple legal principles applicable on the single European market		
Description :After completing this course the students will have to be familiar with integration mechanisms for national markets through the concepts of free circulation (of goods, capital and services) the prohibition of monopoly situations abuse of dominant positions and the framework of government aid.		

UE LMO3M50 – Internationalization Strategy	Lecturer : M. Saucier	2 ECTS
Description : This course is an introduction to internationalization strategy. It deals with matters such as choice of the international growth model, analysis of the economic sector, feasibility studies, financing expansion, decision-making processes, human and economic firm organization and international strategy, and risk management.		

UE LMO3M60 - British or American civilisation	Lecturer : Ms Fischer	2 ECTS
British civilisation : Britain and European Integration since 1945.		

UE LMO3M70 - ELECTIVE ALL		3 ECTS
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UE LMO3M80 - ELECTIVE LCT		3 ECTS
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SEMESTER 4

UE LMO4M10 - INTERNSHIP		30 ECTS
Description FIVE MONTH FULL TIME INTERNSHIP IN A FRENCH COMPANY		