



UNIVERSITE D'ORLEANS

Master in Applied Foreign Languages / LEA

Descriptifs des cours / Course descriptions

M1 / First year – S1 / First term – parcours LAME / LAME track

Tronc commun / Core classes

International Trade 1

Enseignant / lecturer: Isabelle Noël

ECTS / credits: 2

Volume horaire / teaching hours: 15

GEOPOLITICS

- The geopolitical environment and its impact on the activity of a company: main points to check before starting business with a country
- Main geopolitical areas: their specificities, the development of regionalism
- How to find information: sources of information (Euler Hermes, Coface, etc.)

INTRA-COMMUNITY TRADE

- Main rules of intra-community trade: no customs duties and customs clearance, free movement of goods, etc.
- Obligations: Intrastat declaration

TRADE WITH NON-EU COUNTRIES

- The framework of trade with non-EU countries: rules for exportations, rules for importations
- Customs and tax obligations: customs declaration (country of origin, tariff classification, customs value), rules regarding the payment of customs duties and V.A.T., required documents (invoice, packing list, certificate of origin, bill of lading/airway bill/CMR, etc.), choice between direct and indirect representation

INTERNATIONAL LOGISTICS

- The concept of international logistics and its evolution (supply chain management): what is logistics (inbound and outbound logistics, importance of reverse logistics), what is SCM, the development of E.R.P. (Enterprise Resource Planning)
- Different partners in international logistics: criteria for choosing the forwarding agent

- Management of flows of goods, flows of information and financial flows

INTERNATIONAL MEANS OF TRANSPORT

- Organization of international transport
- Incoterms (International Commercial Terms)
- Different means of transport: sea, air, road, railway, combined transport, use of containers
- Criteria and methods for choosing means of transport: how to find the best compromise between costs, lead time, quality of service and flexibility

MANAGEMENT OF INTERNATIONAL RISKS

- Typology of risks and effects on company management: political risk, legal risk, bribery, graft and corruption risk, quarantine compliance risk, exchange rate risk, non-payment risk
- Means of protection against risks: different solutions (prevention, cover, risk transfer, self-cover), the risk management matrix.

Bibliography:

- Ephraim Clark, *Managing Risk in International Business: Techniques and Applications*. Boston: Cengage Learning Emea, 1996.
- John Mangan & Chandra L Lalwani, *Global Logistics and Supply Chain Management*, 3rd edition. Hoboken: Wiley, 2016.

Organisation theory and labour relations

Enseignant / lecturer: Thaïs Nuñez Rocha

ECTS / credits: 2

Volume horaire / teaching hours: 15

The course offers a brief introduction to the bases of industrial organizations, labour relations and international trade for non-economists. It is organized into two chapters providing training in how enterprises function, and how important prices, types of ownership (private or public) are. Market structure and the role of labour are another important topic. Finally, we are going to study the conditions for participation in international trade, globalisation and the world economy.

Chapter 1: Industrial Organization

- I. Market Structure and Performance
- II. Strategic Behaviour
- III. Price Policy
- IV. Information and Publicity
- V. Government Regulation of Industry
- VI. Economic Regulation in Practice
- VII. Costs and Benefits of Regulation

Chapter 2: Labour Market, International Trade and Globalisation

- I. Market Structure
 - a. Labour Market Pooling
- II. External Economies and International Trade
- III. Basics in International Trade

- IV. Defining Globalisation
- V. The World Economy
- VI. Theory of International Trade

Bibliography:

- Dennis W. Carlton & Jeffrey M. Perloff, *Modern Industrial Organization*. Fourth Edition, Global Edition. Boston: Pearson, 2015.
- Paul R. Krugman, Maurice Obstfeld & Marc Melitz, *International Economics: Theory and Policy*. Tenth Edition, Global Edition. Boston: Pearson, 2015.

Marketing

Enseignant / lecturer: Joseph Kaswengi

ECTS / credits: 2

Volume horaire / teaching hours: 15

This course aims at providing students with a deeper knowledge and understanding the relationship marketing management:

- customer acquisition and retention,
- satisfaction,
- loyalty,
- the action levers suppliers may use to optimize their marketing strategies.

The issues and strategies discussed will be based on the retail sector.

Bibliography:

- V. Kumar & Werner Reinartz, *Customer Relationship Management*. Berlin, Heidelberg: Springer, 2012.
- Soren Hougaard & Mogens Bjerre, *Strategic Relationship Marketing*. Berlin, Heidelberg: Springer, 2002.

Politics of the European Union

Enseignant / lecturer: Karin Fischer

ECTS / credits: 2

Volume horaire / teaching hours: 15

This course invites students to take a step back and look at recent political developments and current issues in the European Union in their historical context, keeping in mind different theories or visions of European integration and their political and ideological bases.

We will look at policy processes in the EU and the notion of democratic deficit; factors and consequences of the 'Eurozone crisis'; key EU policies and economic, social and environmental

challenges (prosperity or austerity? - 'migration crisis' or 'crisis of migration policy'? - Is the EU good or bad for the environment? etc.).

The course aims at encouraging students to develop an informed international/global perspective as well as their ability to look for, to critically evaluate and to use, analyse and synthesise a wide range of information. It is also more generally about developing language, critical thinking and debating skills.

Bibliography:

- Neill Nugent, *The Government and Politics of the European Union*. London: Palgrave, 2017.
- Michelle Cini & Nieves Pérez-Solórzano Borragán, *European Union Politics*. Oxford: Oxford University Press, 2016.
- Thomas Fazi, *The Battle for Europe*. London: Pluto Press, 2014.
- Krzysztof Michalski (ed.), *What Holds Europe Together?* Budapest: Central European University Press, 2013 (free access through the university library).
- *European Union Politics* (e-journal with academic papers on various topics accessible via the university library).

Atelier recherche emploi / job seeking workshop

Enseignant / lecturer: Isabelle Gebus

ECTS / credits: 1

Volume horaire / teaching hours: 2

Langues / Languages

Business English

Enseignant / lecturer: Alice Michel

ECTS / credits: 2

Volume horaire / teaching hours: 15

French :

- beginner / débutant
- intermediate / intermédiaire
- advanced / avancé
- proficiency / maîtrise

Enseignant / lecturer: Geanina Boutonné, Laurent Boutonné, Sonia Tesson

ECTS / credits: 7

Volume horaire / teaching hours: 60 (beginner level), 32 (intermediary) or 16 (advanced / proficiency)

Civilisation / Area studies

Civilisation des pays anglophones / English-speaking countries

Enseignant / lecturer: Elodie Gallet

ECTS / credits: 2

Volume horaire / teaching hours: 15

Britain and Europe in the Wake of Brexit

In the wake of Brexit, this course aims to consider what led Britain to leave the European Union and what are the short-term and potential long-term impacts (political, legal, economic and social) of this decision. A special attention will be paid to the cases of Scotland (devolution and independence) and Ireland (peace agreement and borders).

The study of a variety of primary and secondary sources will help the students improve their oral and written skills in English as well as develop their analytical skills and understanding of this unprecedented event.

Bibliography:

- David Baker & Pauline Schnapper, *Britain and the Crisis of the European Union*. Basingstoke: Palgrave Macmillan, 2015.
- Stephen George, *An Awkward Partner: Britain in the European Community*. Oxford: Oxford University Press, 1998 (3rd edition).
- Alex May, *Britain and Europe since 1945*. London: Longman, 1999.
- Karine Tournier-Sol & Chris Gifford (eds.), *The UK Challenge to Europeanization: the Persistence of British Euroscepticism*. Basingstoke: Palgrave Macmillan, 2015.
- Karine Tournier-Sol (ed.), *The Brexit Referendum of 23 June 2016*, special issue of *Revue française de civilisation britannique / French Journal of British Studies*, 2017.

Civilisation française / French culture

Enseignant / lecturer: Sonia Tesson

ECTS / credits: 2

Volume horaire / teaching hours: 15

(Description coming soon)

Approfondissement / Specialization: 4 cours sur 6 / 4 courses out of 6

International economics 1

Enseignant / lecturer: Thierry Baudassé

ECTS / credits: 2

Volume horaire / teaching hours: 15

The class deals with major topics in Development Economics.

Content:

1. Major theories of economic development.
2. How to measure socio-economic development, the idea of composite indices. Income measures; semi-income measures (like Human Development Index, for instance); non-income measures.
3. Financial determinants of development. External debt, Official development assistance. Debts crises.
4. Economic determinants of long-term development.
5. Non-economic (e.g. institutional) determinants of long-term development. Social Capital as a factor of development.
6. Economically backward countries – major problems they have to deal with.
7. Internal and International Migration.
8. Selected socio-development problems – global perspective (e.g. income inequalities et alia).

Fundamental readings:

- Malcolm Gillis et al., *Economics of Development*, 5th edition. New York: W.W. Norton & Co, 2001.
- Michael Todaro & Stephen Smith, *Economic Development*, 12th edition. Boston: Pearson Education, 2014.

Droit international 1 : droit européen de la concurrence

Enseignant / lecturer: Jean-François Canakis

ECTS / credits: 2

Volume horaire / teaching hours: 15

proficiency level in French required for LAME students

(Description in French coming soon)

Introduction to European law

Enseignant / lecturer: Olivier Héguin de Guerle

ECTS / credits: 2

Volume horaire / teaching hours: 15

(Description in English coming soon)

- Origines et structure du Droit des Communautés et de l'Union européennes
 - o Ses institutions et organes et prise de décision
 - o Ses procédures normatives
 - o La valeur des normes édictées

- Le contrôle juridictionnel : les recours reconnus devant ses tribunaux.

- Questions d'actualité relatives à l'action extérieure de l'Union, comme les modalités de négociation, d'adoption et de conclusion des méga-accords commerciaux de type TAFTA, PTCI/TTIP ou AECG/CETA, le Brexit.

Application professionnelle : Avoir une bonne compréhension des structures juridiques européennes et leur effet immédiat pour les entreprises.

European institutional systems (not offered in 2018)

Enseignant / lecturer: n.n.

ECTS / credits: 2

Volume horaire / teaching hours: 15

European economic environment

Enseignant / lecturer: Isabelle Rabaud

ECTS / credits: 2

Volume horaire / teaching hours: 15

The course offers a brief introduction to the bases of macroeconomics. Then it describes the economic achievements of the European trade and economic integration and its consequence on European economic policies. It describes the mechanisms underlining trade in the European context. An update economic perspective of Brexit is then offered.

Chapter 1: European economic background

- I. Basic macroeconomics
 - a. Definition of macroeconomics
 - b. Definition of GDP
 - c. Financial markets – Balance of payments
- II. International Trade – current outlook
- III. The genesis of the EU

IV. The Eurozone

Chapter 2: Economic consequences of Brexit

- I. Brexit and the UK Economy
- II. Trade and Brexit
- III. Foreign Direct Investment and Brexit
- IV. Sectoral Impact of Brexit
- V. Immigration and Brexit

Chapter 3: International trade policy

- I. The pros and the cons of protectionism
 - a. Economic arguments
 - b. Political economic arguments
- II. Impact of a tariff
- III. An economic classification of protection measures

Bibliography:

- Richard Baldwin & Charles Wyplosz, *The Economics of European Integration*, 2nd edition. New York: McGraw-Hill, 2006.
- Paul R. Krugman, Maurice Obstfeld & Marc J. Melitz, *International Economics*, Pearson, 9th edition. Boston: Pearson, 2012.

Introduction to business management

Enseignant / lecturer: Kenneth Kudu

ECTS / credits: 2

Volume horaire / teaching hours: 15

(Description coming soon)

Tronc commun / Core classes

International Trade 2

Enseignant / lecturer: Joseph Kaswengi

ECTS / credits: 2

Volume horaire / teaching hours: 15

This course enables students to build a project centered on import-exportation. As a result, it provides students with the necessary insights, methods, skills and confidence to make trade decisions. The course takes a multi-disciplinary approach, combining insights from trade, economics, marketing, strategy, etc.

Bibliography:

- Richard Pomfret, *International Trade: Theory, Evidence and Policy*. Singapore: World Scientific Publishing Company, 2016.
- Paul Krugman, Maurice Obstfeld & Marc Melitz, *International Economics: Theory and Policy*. Boston: Pearson, 2014.

European business law 1

Enseignant / lecturer: Chara Vlachou

ECTS / credits: 2

Volume horaire / teaching hours: 15

EU Internal market

This course is designed to provide students with an introduction to the key features of EU business law. The module includes the study of the history and development of the internal market and of its fundamental freedoms: free movement of goods, free movement of persons (with a further focus on freedom of establishment for companies), free movement of services and capital.

Indicative bibliography:

- Paul Craig & Grainne De Burca, *EU law: text, cases and materials*. Oxford: Oxford University Press, 2015.
- Paul Craig, *EU administrative law*. Oxford: Oxford University Press, 2012
- Paul Craig, Grainne De Burca, *The evolution of EU law*. Oxford: Oxford University Press, 2011.
- Paul Craig, *The Lisbon Treaty: law, politics and treaty reform*. Oxford: Oxford University Press, 2013.
- Pedro Caro de Sousa, *The European Fundamental freedoms: a contextual approach*, Oxford: Oxford University Press, 2015.

- Friedl Weiss & Clemens Kaupa, *European Union internal market law*. Cambridge: Cambridge University Press, 2014.
- Claude Blumann & Louis Dubouis, *Droit matériel de l'Union européenne*. Paris: Montchrestien, coll. Domat, 2015.
- Louis Azoulai (ed.), *L'entrave dans le droit du marché intérieur*. Brussels: Bruylant, 2011.
- Edouard Dubout & Alexandre Maitrot de La Motte (eds.), *L'unité des libertés de circulation*. Brussels: Bruylant, 2013.

International banking management

Enseignant / lecturer: Thierry Baudassé

ECTS / credits: 2

Volume horaire / teaching hours: 15

International banking management is about what banks do, what their role in the economy is, and how they are regulated, with an emphasis on the specific problems of international banks.

Part I: Banking management

- A. The bank balance sheet
- B. Basic operations of a bank
- C. General principles of bank management
- D. International Banking

Part II: Banks, Finance, and Economic Activity (around 6 hours)

- A. Basic remarks about the financial structure
- B. Asymmetric information problems in banking and finance
- C. Financial crisis and economic activity

Part III: Banking regulation

- A. Regulation and asymmetric information
- B. International banking and financial regulation

Bibliography:

- Frederic S. Mishkin & Stanley G Eakins, *Financial markets and institutions*. 7th edition, global edition. Boston: Pearson, 2012.
- Frederic S. Mishkin, *The economics of money, banking, and financial markets*. 3rd edition, business school edition, international edition. Boston: Pearson, 2013.

Langues / Languages

Business English

Enseignant / lecturer: Alice Michel

ECTS / credits: 2

Volume horaire / teaching hours: 15

French :

- beginner / débutant
- intermediate / intermédiaire
- advanced / avancé
- proficiency / maîtrise

Enseignant / lecturer: Geanina Boutonné, Laurent Boutonné, Sonia Tesson

ECTS / credits: 7

Volume horaire / teaching hours: 60 (beginner level), 32 (intermediary) or 16 (advanced / proficiency)

Approfondissement / Specialization

4 cours sur 6 / 4 courses out of 6

International economics 2

Enseignant / lecturer: Françoise Le Quéré

ECTS / credits: 2

Volume horaire / teaching hours: 15

The course offers an introduction to the bases of international trade. Then it describes currency exchange rates and currency regimes and the problems of their management when currency crises occur. Finally, the course outlines the specific problems of international financial integration and its consequences in terms of global financial architecture.

Chapter I: International trade, capital flows and balance of payments

- I. Trends in global trade and capital flows
- II. Benefits and costs of international trade
- III. The role of restrictions and agreements for trade and capital flows
- IV. The balance of payments: components, national economic accounts and global current account imbalances
- V. Trade organizations

Chapter II: Currency exchange rates and currency regimes

- I. The foreign exchange market: size, participants, quotes
- II. Different exchange rate regimes and classification
- III. International monetary system: an historical overview
- IV. Exchange rate management: intervention and controls
- V. Currency crises warnings signs and preventional tools

Chapter III: The international financial integration and global financial architecture

- I. Capital market liberalization and global financial integration: benefits and costs
- II. International financial crises, sudden stops crises, global financial cycle
- III. International dimensions of financial intermediation
- IV. Globalization and governance

Bibliography:

- James Gerber, *International Economics*. Global edition, 7th edition. Boston: Pearson, 2017.
- Paul Krugman, Maurice Obstfeld & Marc Melitz, *International Economics: Theory and Policy*. 11th edition. Boston: Pearson, 2018.
- Thomas Pugel, *International Economics*, 16th edition. New York: McGraw Hill, 2015.

Staff management

Enseignant / lecturer: Isabelle Noël

ECTS / credits: 2

Volume horaire / teaching hours: 15

The course provides an introduction to the various functions of human resource management:

- Organizational structures
- Management theories
- Problem solving and decision making
- Management styles
- Employing people: interviewing, recruitment, training
- Motivating employees: initiating and maintaining motivation
- Conflict management: negotiation and mediation, crisis analysis

Intercultural communication

Enseignant / lecturer: Anne Delouis

ECTS / credits: 2

Volume horaire / teaching hours: 15

In an increasingly globalized environment, cross-cultural communication has become an everyday necessity and challenge in a growing number of companies and organisations. Intercultural aspects have to be taken into consideration in domains as varied as public relations, marketing, or the management of an international workforce. Mainly concentrating on the aspect of face-to-face

communication in international contexts, this course introduces students to the theory and practice of intercultural communication, enables them to apply and evaluate different conceptual and methodological approaches to the field, and invites them to explore the impact of globalizing processes on the workplace.

Drawing on students' own international experience, as well as on case studies taken from various regions of the world, the course addresses a broad range of intercultural situations.

Students will demonstrate their engagement with the field of intercultural communication through homework assignments, a written examination, as well as an argumentative essay on a topic related to the course.

Selective bibliography:

- Adrian Holliday, Martin Hyde & John Cullmann, *Intercultural Communication: An Advanced Resource Book for Students*. 3rd edition. London: Routledge, 2016.
- Fred E. Jandt, *An Introduction to Intercultural Communication: Identities in a Global Community*. 7th edition. Thousand Oaks: Sage Publications, 2012.
- Scott F. Kiesling & Christina Bratt Paulston (eds.), *Intercultural Discourse and Communication: The Essential Readings*. Oxford: Blackwell, 2004.

Introduction to contemporary Germany

Enseignant / lecturer: Anne Delouis

ECTS / credits: 2

Volume horaire / teaching hours: 15

Germany is one of the leading economies in present-day Europe, a country with a complex history and a unique social and political development. The course provides a general overview and critical analysis of contemporary German society, the political system, and the economic structure of the country, among other issues.

The course thus familiarizes students with underlying structures and current trends, as well as the problems that contemporary Germany faces.

Students will also learn how to retrieve and critically assess information and scientific research about contemporary Germany.

Students are expected to complete a number of homework assignments. They will take a written exam and submit an argumentative essay at the end of the course.

Selective bibliography:

- Neil MacGregor, *Germany: Memories of a Nation*. London: Penguin Books, 2016.
- OECD, *Germany: Towards stronger, fairer and greener growth*. Paris: OECD, 2018.
- www.deutschland.de/en

Introduction to contemporary France

Enseignant / lecturer: Karin Fischer

ECTS / credits: 2

Volume horaire / teaching hours: 15

This course is an introduction to contemporary French society for students for whom French is not their first language and who are relatively unfamiliar with the country. The course provides a general overview and critical analysis of contemporary French society (the political system and main political trends, economic structure and policies, as well as a range of socio-economic and social issues). Students are encouraged to participate in class (through questions and debates as well as short presentations), and will be asked to submit a research essay on a subject of their choosing at the end of term.

Bibliography:

- Schwartz, Vanessa, *Modern France: A Very Short Introduction*. Oxford: Oxford University Press, 2011 (very good synthesis, available for 10-12 euros).
- Howard, David & Georgios Varoufakis, *Contemporary France: An Introduction to French Politics and Society*. London: Hodder Education, 2003.
- Helen Drake, *Contemporary France*. Basingstoke: Palgrave Macmillan, 2011.
- OFCE, *L'économie française* (yearly publication by Éditions La Découverte).

On the French economy and society (in English), see for example:

- OFCE (Observatoire Français de la Conjoncture Économique) www.ofce.sciences-po.fr/en/index.htm
- INSEE (National Institute of Statistics and Economic Studies), www.insee.fr/en/

Professionalisation / work practice

Stage / Internship

ECTS / credits: 8

12 September 2018