



UNIVERSITE D'ORLEANS

Master in Applied Foreign Languages / LEA

LAME: Languages and European Management

Semestre 1 / 1st semester

	CM	TD	ECTS
Tronc commun / Core classes			9
International Trade 1	15		2
Organisation theory and labour relations	15		2
Marketing	6	9	2
Politics of the European Union	6	9	2
Atelier recherche emploi / job seeking workshop			1
Languages / Languages			9
English Business English		15	2
French beginner / débutant		60	7
intermediate / intermédiaire		32	7
advanced / avancé		16	7
proficiency / maîtrise		16	7
Civilisation / Area Studies			4
Civilisation des pays anglophones / English-speaking countries		15	2
French culture		15	2
Approfondissement / Specialization : 4 cours sur 6 / 4 courses out of 6			8
International economics 1	15		2
Droit international 1 : droit euro. de la concurrence*	15		2
Introduction to European law	15		2
Export assistance in France	15		2
European economic environment	15		2
Introduction to business management	15		2
* Proficiency level in French required			
Total			30

Semestre 2 / 2nd semester

	CM	TD	ECTS
Tronc commun / Core classes			6
International trade 2	15		2
European business law 1	15		2
International banking management	15		2
Langues / Languages			6
English Business English		15	2
French beginner / débutant		60	4
intermediate / intermédiaire		32	4
advanced / avancé		16	4
proficiency / maîtrise		16	4
Approfondissement / Specialization			10
International economics 2	15		2
Staff management	15		2
Intercultural communication	15		2
Introduction to contemporary Germany	15		2
Introduction to contemporary France	15		2
Professionalisation / work practice			8
Stage / internship			8
Total			30

Descriptifs des cours / Course descriptions

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 firms function, and how important prices and 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 Advertising
- 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. The Labour Market
- II. International Markets
- III. External Economies and International Trade
- IV. Labour Market Pooling
- V. International Trade in Practice
- VI. World Economy and Global Markets

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 Houggaard & Mogens Bjerre, *Strategic Relationship Marketing*. Berlin, Heidelberg: Springer, 2002.

Politics of the European Union

Enseignant / lecturer: Karin Fischer, Elodie Gallet

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 Borrágán, *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: Direction de l'orientation et de l'insertion professionnelle

ECTS / credits: 1

Volume horaire / teaching hours: 9

Langues / Languages

Business English: Business communication

Enseignant / lecturer: Elodie Martin

ECTS / credits: 2

Volume horaire / teaching hours: 15

Objectives: To develop and widen knowledge, understanding, and skills in English related to different types of documents used in the business context, such as reports, memos and briefs.

French

- **beginner / débutant (A1/A2)**
- **intermediate / intermédiaire (B1)**
- **advanced / avancé (B2)**
- **proficiency / maîtrise (C1)**

Enseignant / lecturer: Geanina Boutonné, Laurent Boutonné, Julien Bediou

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: Eric Tabuteau

ECTS / credits: 2

Volume horaire / teaching hours: 15

The aim of this tutorial is to introduce non-native French-speaking students to aspects of contemporary France that will be useful for their management studies, notably the role played by various stakeholders (enterprises, trade unions, administrations, non-governmental organisations, pressure groups, etc.) in the running of the French economy.

Bibliography:

- Alistair Cole, *French Politics and Society*. 3rd edition. London: Routledge, 2017.
- <https://www.diplomatie.gouv.fr/en/french-foreign-policy/economic-diplomacy-foreign-trade/entrepreneurship-and-investing-in-france/>

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 européen de la concurrence

Enseignant / lecturer: Olivier Héguin de Guerle

ECTS / credits: 2

Volume horaire / teaching hours: 15

proficiency level in French required for LAME students

Le marché unique européen ne peut fonctionner sans une concurrence libre et non faussée entre les différents acteurs économiques et ainsi le droit de la concurrence est une composante historique majeure de la construction européenne.

La Commission européenne est la gardienne de cette libre concurrence dans l'Union Européenne.

Elle a, à cet effet, la charge du contrôle des ententes, des abus de position dominante, des monopoles, des concentrations et des aides d'Etat, notions aux facettes multiples qu'il conviendra d'explicitier dans le cadre du cours proposé.

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, PTCl/TTIP ou AECG/CETA, le Brexit.

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

Export assistance in France

Enseignant / lecturer: Stéphane Munos
ECTS / credits: 2
Volume horaire / teaching hours: 15

- 1) The general framework: the partners (Who's who?) in France, and worldwide networks
- 2) The role of advisor of the Chamber of Commerce
- 3) BPI solutions (Prospection insurance, change insurance, loans etc.)
- 4) Solutions in the Centre-Val de Loire Region (loans and subsidies)
- 5) Study cases

Bibliography:

- <https://www.teamfrance-export.fr>
- <https://www.bpifrance.fr/Qui-sommes-nous/Nos-metiers/International/Assurance-Export>

European economic environment

Enseignant / lecturer: Matthieu Picault
ECTS / credits: 2
Volume horaire / teaching hours: 15

The course offers a brief introduction to the bases of macroeconomics. Then it focuses on two main policies: fiscal and monetary. First, we start with a theoretical discussion on fiscal policies and their implementation in the European Union. Then we focus on monetary policy and its conduct by the European Central Bank.

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

Chapter 2: Fiscal policy in Europe

- I. Macro and microeconomic impacts of fiscal policy
- II. Competition, state-aid policies
- III. Fiscal policies and the Stability Pact

Chapter 3: The Monetary Union

- I. Construction of the Euro Area
- II. The ECB monetary policy
- III. The influence of monetary policies on the economy
- IV. Unconventional policies for unusual times

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*. 9th edition. Boston: Pearson, 2012.
- Mark P. Taylor & N. Gregory Mankiw, *Macroeconomics*. Boston: Cengage Learning Emea, 2014.

Introduction to business management

Enseignant / lecturer: Istifanous Ado

ECTS / credits: 2

Volume horaire / teaching hours: 15

This module provides an accessible and comprehensive introduction to business and management in a fast-paced globalised world. Students with basic or no knowledge of management are offered the opportunity to understand basic business management principles. The characteristics and functions of business management are discussed throughout the various sessions.

Contemporary case studies are also explored for critical and analytical understanding of management theories and concepts.

Using a blend of text, audio, video and interactive activities, you will develop problem solving skills in management. The fast-changing world of business need managers that are capable of adjusting new strategies to contemporary issues. This course will focus more on the practical aspects of business management.

Bibliography:

- Russell L. Ackoff, *The Art of Problem Solving: Accompanied by Ackoff's Fables*. New York: Wiley, 1987.
- Terry L. Amburgey & Hayagreeva Rao, "Organizational ecology: Past, present, and future directions", *The Academy of Management Journal* 39 (5), 1996, p. 1265-1286.
- Fred E. Case, "Management principles are what? A case study of the application of the concept of management by objective", *The Academy of Management Journal* 11 (1), 1968, p. 119-121.

- Mark L. Hunter, Luk N. van Wassenhove & Maria Besiou, “The new rules for crisis management”, *MIT Sloan Management Review* (Summer 2016), p. 71-78.
- Timothy L. Keiningham, Terry G. Vavra & Lerzan Aksoy, “Managing through rose-colored glasses”, *MIT Sloan Management Review* (Fall 2006), p. 15-18.
- Stephen P. Robbins, Mary Coulter, David DeCenzo, *Fundamentals of Management*, Global Edition. Boston: Pearson, 2014.

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: Economics and Society

Enseignant / lecturer: Alice Michel

ECTS / credits: 2

Volume horaire / teaching hours: 15

This class aims to understand and analyse issues related to both economics and society, notably through the study of current affairs in the news. Such analyses also aim to broaden your skills in business communication in English.

French

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

Enseignant / lecturer: Geanina Boutonné, Laurent Boutonné, Julien Bediou

ECTS / credits: 7

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

Approfondissement / Specialization

(5 compulsory courses)

International economics 2

Enseignant / lecturer: Françoise Le Quéré

ECTS / credits: 2

Volume horaire / teaching hours: 15

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. The course is continuously illustrated by examples related to the current financial and economic situation.

Course outline

CHAPTER I-INTERNATIONAL TRADE AND CAPITAL FLOWS

Section 1: International Trade

Section 2: Trade and Capital Flows: Restrictions and Agreements

CHAPTER II-BALANCE OF PAYMENTS AND TRADE ORGANIZATIONS

Section 1: The Balance of Payments

Section 2: Trade Organizations

CHAPTER III- CURRENCY EXCHANGE RATES

Section 1: The foreign exchange market

Section 2 Currency exchange rate calculations

Section 3: Exchange rate equilibrium value and International Parity conditions

Section 4: Exchange rate regimes

CHAPTER IV- CRISIS AND ECONOMICS OF REGULATION

Section 1: Exchange rates, international trade, capital flows and economic policies

Section 2: Warning Signs of a Currency Crisis

Section 3: Overview of Regulation

Bibliography

BENASSY-QUERE (2014), *Economie monétaire internationale*, Corpus économie, ECONOMICA

GERBER J. (2018), "International Economics", Pearson Global Edition, 504 pages

KRUGMAN P.R, OBSTFELD M., MELITZ, CAPELLE-BLANCARD, CROZET (2018), *Economie Internationale*, 11^e édition, Pearson Education, 778 pages

SALVATORE D. (2019), *International Economics* », 13th edition, Wiley

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

Bibliography:

- Lance A. Berger & Dorothy R. Berger, *The Talent Management Handbook: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People*. Second Edition. New York: McGraw-Hill, 2011.
- Paul Banfield, Rebecca Kay & Dean Royles, *Introduction to Human Resource Management*. 3rd edition. Oxford: Oxford University Press, 2018.

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

Internship in a company or organisation, with tasks related to the content of the master's programme. Length: 3-4 months. Students are required to write a report on the internship and there will be an oral presentation in front of a jury. More details are provided in a separate information booklet.

Contact:

Internship office / Bureau des stages et de l'insertion professionnelle
<http://www.univ-orleans.fr/fr/lettres/stages-emplois>

Second Year

Semestre 3 / 3rd semester

	CM	TD	ECTS
Tronc commun / Core classes			6
European business law 2	16		2
Computing / Web technology	6	9	2
Purchasing	16		2
Langues / Languages			8
English Business English		16	2
French intermediate / intermédiaire		32	6
advanced / avancé		16	6
proficiency / maîtrise		16	6
Approfondissement / Specialization : 4 cours sur 9 / 4 courses out of 9			8
Transports et logistique*	16		2
Douanes : procédures et déclarations*	16		2
Droit de la vente*	16		2
Techniques financières*	16		2
Economic intelligence	16		2
European accounting systems	16		2
Business structures GB / USA	16		2
Business ethics	16		2
Initiation à la recherche	15		2
* Proficiency level in French required			
Professionalisation / work practice			8
Projet professionnel		25	8
Projet Créa'Campus (création d'entreprise)			8
Contrat de professionnalisation			8
Total			30

Semestre 4 / 4th semester

	CM	TD	ECTS
Tronc commun / Core classes			4
Internationalization strategy	16		2
Risk analysis	16		2
Langues / Languages			8
English English communication		32	4
French intermediate / intermédiaire		32	4
advanced / avancé		16	4
proficiency / maîtrise		16	4
Approfondissement / Specialization : 2 cours sur 4 / 2 courses out of 4			4
Commerce international : techniques de paiement*	16		2
Quality control	16		2
English for negotiation		16	2
Projet de recherche / research project			2
* Proficiency level in French required			
Professionalisation / work practice			14
Projet professionnel		25	6
Projet Créa'Campus (création d'entreprise)			6
Stage / internship			8
Contrat de professionnalisation			14
Total			30

S3 / third term

Tronc commun / Core classes

European business law 2

Enseignant / lecturer: Anastasia Sotiropoulou

ECTS / credits: 2

Volume horaire / teaching hours: 16

EU Company and Banking Law

This course aims at providing students an insight on some key topics of European Company and Banking Law. The European acquis is studied on the bases of all directives and regulations currently in force, as well as the case law developed by the Court of Justice of the European Union.

The European Company Law part of the course will cover the following topics:

* corporate forms of enterprise

* corporate governance models

* corporate mobility and corporate restructurings (cross-border transfer of seat, cross-border merger, takeovers)

The European Banking Law part of the course will focus on the European Banking Union and cover the following topics :

* Single Supervisory Mechanism

* Single Resolution Mechanism

Indicative Bibliography:

Nicola de Luca, European Company Law: Text, Cases and Materials, Cambridge, 2017

Adriaan F. M. Dorresteyn, Christoph Teichmann, Erik Werlauff, Tiago Monteiro, Nadia Pocher, European Corporate Law, Wolters Kluwer, 2017

Danny Busch, Guido Ferrarini, European Banking Union, Oxford EU Financial Regulation, 2020

Mario P. Chiti, Vittorio Santoro, The Palgrave Handbook of European Banking Union Law, Palgrave Macmillan 2019

Jens-Hinrich Binder, Dalvinder Singh, Bank Resolution: The European Regime, Oxford University Press, 2016

Computing / Web technology

Enseignant / lecturer: Olivier Héguin de Guerle

ECTS / credits: 2

Volume horaire / teaching hours: 15

1. Développer la présence en ligne de l'entreprise :
 - SEO et annonces en ligne
 - Mise en place d'une campagne sur les moteurs de recherche
 - La publicité display
 - Communiquer grâce aux e-mailings
 - Publicité via La puissance de la vidéo sur Internet
 - Annuaire locaux type « Google My Business »
 - Community management et développement grâce aux médias sociaux
 - Le développement web sur mobile
 - Familiarisation avec l'analyse d'audience
2. Créer une boutique en ligne : utilisation de Joomla, Wordpress, Prestashop
3. Développement à l'international
4. Glossaire technique

Cas pratique d'analyse technique marketing web et utilisation de Joomla, Wordpress, Prestashop (utilisé par les PME et GME et éventuellement objet de sujet de stage en master).

Purchasing

Enseignant / lecturer: Isabelle Noël

ECTS / credits: 2

Volume horaire / teaching hours: 16

The course provides knowledge about the following:

- General knowledge about purchasing management
- Strategic sourcing: the place of purchasing in the business strategy
- Supplier selection: defining and finding the right supplier
- Negotiation in the purchasing process: basics of negotiation, phases in the negotiation
- Supplier relationship management: developing communication skills for purchasing

Bibliography:

- Peter Baily, David Farmer, Barry Crocker, David Jessop & David Jones, *Procurement, Principles & Management*, 11th edition. London: Pearson, 2015.
- Christopher Barrat, Mark Whitehead, *Buying for Business: Insights in Purchasing and Supply Management*. Hoboken, NJ: John Wiley & Sons, 2004.
- Philippe Petit, *Toute la fonction Achats - Savoirs - Savoir-faire - Savoir-être*, 3e edition. Paris: Dunod, 2016.
- *Décision achats* (journal in French).
- Websites in French:

<http://www.decision-achats.fr>

<http://www.lettredesachats.com>

Langues / Languages

Business English

Enseignant / lecturer: Alice Michel

ECTS / credits: 2

Volume horaire / teaching hours: 16

To develop and widen knowledge, understanding, and writing skills related to different types of business documents. Broadening one's skills in business communication in English. Understanding current affairs and/or major issues in the economic and business areas.

French

- **intermediate / intermédiaire**
- **advanced / avancé**
- **proficiency / maîtrise**

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

ECTS / credits: 6

Volume horaire / teaching hours: 32 (intermediary) or 16 (advanced / proficiency)

- Intermediary: B1 level
- Advanced: B2 level
- Proficiency: C1 level

Approfondissement / Specialization

4 cours sur 9 / 4 courses out of 9

Transports et logistique* **

*choix obligatoire pour les étudiants LACI

** proficiency level in French required for LAME students

Enseignant / lecturer: Isabelle Noël

ECTS / credits: 2

Volume horaire / teaching hours: 16

Section 1 – Les incoterms

Pour des règles internationales largement partagées

- Présentation des 11 incoterms 2010
- Intérêt des incoterms
- Répartition de frais et des risques

- Utilisation des incoterms dans les documents (contrat commercial, facture, titre de transport, etc.)
- Importance des incoterms lors de la négociation commerciale

Section 2 – La logistique

Du transport au supply chain management (SCM)

- Présentation du concept de logistique
- La gestion de la chaîne logistique :
- Les fondements : optimisation des flux et outils informatiques (système d'information, ERP – Enterprise Resource Planning)
- L'articulation des flux : flux d'informations, flux physiques et flux financiers
- Le challenge Q.C.D. (Qualité, coûts, délais) que doit relever le Supply chain management

Les quatre stratégies du supply chain management (engineer to order, make to order, assemble to order, make to stock)

Section 3 – Les particularités de transport par container

Le container a révolutionné l'économie mondiale

- Qu'est-ce que la containerisation ? Les enjeux
- Les différents containers et leur utilisation
- La palettisation : principe et enjeux
- Complémentarité entre containerisation et palettisation
- Le plan de chargement : optimisation du chargement des containers

Bibliographie :

- « M.O.C.I. » (Moniteur du Commerce International) : revue et site internet (<https://www.lemoci.com>)
- « Actu transport et logistique » : <https://www.actu-transport-logistique.fr/bibliotheque-numerique/supply-chain-magazine/>
- Barbara Lyonnet & Marie-Pascale Senkel, *La logistique*. Paris : Dunod, 2015.

Douanes : procédures et déclarations* **

*choix obligatoire pour les étudiants LACI

** proficiency level in French required for LAME students

Enseignant / lecturer: Stéphane Solecki

ECTS / credits: 2

Volume horaire / teaching hours: 16

Le cours comprend 3 parties :

1. Les fondamentaux douaniers : connaître les règles régissant la classification des marchandises à l'international (nomenclature), l'origine des marchandises (pays où est fabriquée la marchandise ou où elle a subi une transformation substantielle) et la valeur.
2. Les échanges intracommunautaires : depuis 1993 et la création du grand marché intérieur, les échanges entre la France et les 27 pays de l'Union Européenne font l'objet de déclaration « simplifiée » matérialisée par la déclaration d'échanges de biens. À partir du 1^{er} juillet 2021, les modalités déclaratives de la DEB relative aux ventes à distance sont modifiées.
3. Les échanges extracommunautaires :
 - les importations et exportations avec les pays situés hors de l'Union européenne font l'objet d'une déclaration en douane (Document Administratif Unique)
 - le dédouanement à domicile : procédure adaptée et individualisée qui permet le dédouanement accéléré directement dans les locaux des entreprises
 - le dédouanement en matière d'e-commerce : entrée en vigueur du paquet TVA le 1^{er} juillet 2021. Les plates-formes qui **facilitent des ventes en ligne de marchandises importées** de pays tiers sont désormais redevables de la TVA, indépendamment de la valeur de l'envoi. La TVA n'est donc plus systématiquement exigée auprès du client final lors de la livraison.

- les régimes économiques : ces procédures permettent de suspendre ou de réduire le paiement des droits et taxes dues lors de l'importation et l'exportation (entrepôt sous douane, perfectionnement, opération temporaire...)

Par ailleurs, est également présenté le statut d'opérateur économique agréé : statut délivré par la douane française qui permet de faciliter les exportations vers les pays partenaires (USA, Japon...). Basé sur les techniques d'audit, ce certificat est un label qualité et de confiance en matière de formalités douanières et de sûreté-sécurité et est reconnu dans les pays d'exportation.

Bibliographie :

- www.douane.gouv.fr
- Rodolphe Lucas, *Les mini mémos Foucher - Douanes, échanges internationaux*. Paris : Foucher, 2018.
- Eric Chevrier & Sébastien Jeannard, *Code des douanes 2018, code des douanes de l'union, annoté et commenté*. 3e édition. Paris : Dalloz, 2018.
- François Duphil & Jacques Paveau, *Exporter, pratique du commerce international*, 26e édition. Paris : Foucher, 2017.
- Dan Bouga Boukari, *Concepts et pratiques professionnelles en douanes, origine, procédures, régimes, valeur*. Paris : L'Harmattan, 2017.
- Pascale Di Felice, *Douane et enjeux commerciaux internationaux*. Chambéry : Génie des Glaciers, 2017.

Droit de la vente* **

*choix obligatoire pour les étudiants LACI

** proficiency level in French required for LAME students

Enseignant / lecturer: Jean-François Canakis

ECTS / credits: 2

Volume horaire / teaching hours: 16

Ventes internationales et droit international privé

- L'incidence de la présence d'un élément d'extranéité dans un contrat commercial.
- Le rôle du droit international privé.
- Les conflits de Loi - règles de conflit et mise en œuvre.
- Les Lois de Police, le Droit international privé matériel.
- Les conventions internationales (convention de La Haye, convention de Rome et le Règlement Rome I, convention de Vienne).
- La compétence internationale des tribunaux français.
- La procédure civile et commerciale internationale.
- L'effet des jugements étrangers.

Bibliographie :

- Stéphanie Chatillon, *Le contrat international*. 4e édition. Paris : Vuibert, 2011.

Techniques financières**

** proficiency level in French required for LAME students

Enseignant / lecturer: Philippe Brivet

ECTS / credits: 2

Volume horaire / teaching hours: 16

Ce cours a pour objectif de présenter un panorama complet des différentes formes de financement du commerce international (opérations d'import-export, projets d'investissements, ...). Il est précédé d'une introduction permettant de bien comprendre le raisonnement utilisé par un banquier en matière d'octroi de crédit et les principales questions

que doit se poser le client à la lecture d'une convention de financement. Le cours s'appuie sur des exemples pratiques et des schémas explicatifs repris dans un support remis en fin de séance.

Techniques de financement du commerce international

1. Introduction générale sur le financement bancaire

1.1 Rappels généraux sur le financement intermédié des entreprises

1.2 Les caractéristiques d'un crédit bancaire (montant, durée, taux, amortissement, périodicité, garanties, assurances, frais...) et ses règles d'octroi

2. Le financement des opérations internationales

Généralités sur le financement des opérations internationales et évolution récente du paysage français.

2.1 Les crédits libres

- les crédits libres à court terme (escompte financier en devises, avances en devises, MCNE et affacturage)
- les crédits libres à moyen et long terme (crédits acheteurs et fournisseurs, forfaitage et crédit-bail international)

2.2 Les crédits administrés

- les crédits administrés à court terme (crédits de prospection et crédits de préfinancement)
- les crédits administrés à moyen et long terme (le CONSENSUS, les crédits en garantie pure, les crédits à taux stabilisé, la confirmation de commande et les protocoles gouvernementaux)

2.3 Généralités sur le financement des IDE (investissements directs à l'étranger)

Bibliographie :

- Hubert Martini, *Techniques du commerce international*. Paris : Dunod, 2018.
- Jacques Duboin & Eléonore Venin, *Pratique du commerce international*. Paris : Foucher, 2017.

Economic intelligence

Enseignant / lecturer: Eric Tabuteau

ECTS / credits: 2

Volume horaire / teaching hours: 16

The aim of the course is to introduce students to the policies of economic intelligence that are implemented in France and in some English-speaking countries, notably in the United States. It will be emphasized that economic intelligence is too often confounded with economic or corporate espionage. A first step will be to make students aware of the different strategies that are available in those countries, and to help them identify the various stakeholders that could be involved when it comes to carrying out such policies. A further goal will be to define more precisely the concept of economic intelligence whose main objective, for an organisation, is to control the flow of strategic information in order to generate sustainable value. It will then be demonstrated that implementing a policy of economic intelligence is a necessity for all economic stakeholders as it enables them to make enlightened decisions that are vital in today's globalized economy.

Bibliography:

- Christian Harbulot (dir.), *Manuel d'intelligence économique*. Paris : PUF, 2015.
- Seena Sharp, *Competitive Intelligence Advantage*. Hoboken, NJ: John Wiley & Sons, 2009.

European accounting systems

Enseignant / lecturer: Philippe Lebelle

ECTS / credits: 2

Volume horaire / teaching hours: 16

- 1) Accounting the language of business :
The nature of accounting. The Balance Sheet and the Balance Sheet transactions. Types of owner ship. The Stockholder and the board of Directors. Credibility and the role of Auditing. The accounting Profession.
- 2) Measuring Accrual Income and recording transactions:
Introduction to the Income Statement. Measuring Income. The Income Statement and Statement of Cash Flows. Accounting for Dividends and Retained Income.
The Double-Entry Accounting System. Debits and Credits. Analyzing, Journalizing and Posting Transactions. Transactions in the Journal and Ledger. Preparing the Trial Balance.
- 3) Using Financial Statements:
Adjustments to the Accounts. Expiration of Unexpired Costs. Earning of Revenues Received in Advance. Accrual of Unrecorded Expenses. Accrual of Unrecorded Revenues. Classified Balance Sheet. Income Statement. Profitability Evaluation Ratios. Generally Accepted Accounting Principles and Basic Concepts.
- 4) Accounting for Sales:
Recognition of Sales Revenue. Measurement of Sales Revenue. Cash. Credit Sales and Accounts Receivable. Measurement of Uncollectable Accounts. Assessing the Level of Accounts Receivable.
- 5) Inventories and Cost of Goods Sold:
Gross Profit and Cost of Goods Sold. Perpetual and Periodic Inventory Systems. Cost of Merchandise Acquired. Principal Inventory Valuation Methods. The Importance of Gross Profits. Internal Control of Inventories.
- 6) Long-Lived Assets and Depreciation:
Overview of Long-Lived Assets. Acquisition Cost of Tangible Assets. Depreciation of Buildings and Equipments. Income Tax and Shareholders Reporting. Depreciation and Cash Flow. Long-Lived Assets Expenditures and Expenses. Gains and Losses on Sales of Tangible Assets. Amortization of Intangible Assets.
- 7) Liabilities and Interest:
Liabilities in Perspective. Accounting for Current Liabilities. Long Term Liabilities. Deferred Taxes. Contingent Liabilities. Debt Ratios and Interest-Coverage Ratios.
- 8) Valuing and Accounting for Bonds and Leases:
Valuing Long-Term Liabilities. Accounting for Bond Transactions . Valuing Bonds. Accounting for Leases. Pensions and other Postretirement Benefits.
- 9) Stockholders' Equity:
Background on Stockholders' Equity. Preferred Stock. Cash Dividends. Additional Stock Issuance. Repurchase of Shares. Other Issuances of Common Stock. Retained Income Restrictions. Other Components of Stockholders' Equity. Financial Ratios Related to Stockholders' Equity.
- 10) Financial Statement Analysis
Overview of Statement of Cash Flows. Transactions affecting Cash Flows from All Sources. Preparing a Statement of Cash Flows: the Indirect Method. Account Approach to Statement of Cash Flows.
Objectives of Financial Statement Analysis. Evaluation Trends and Components of the Business. Financial Ratios. Operating Performance and Financial Performance. Prominence of Earnings per Share.
- 11) Intercorporate Investments and Consolidations:
An overview of Corporate Investments. Short-Term Investments. Long-Term investment. The Market and Equity Methods for Intercorporate Investments. Consolidated Financial Statements. Purchased Goodwill. Perspective on Consolidated Statements. Summary of accounting for Equity Securities.

Business structures GB / USA

Enseignant / lecturer: Eric Tabuteau

ECTS / credits: 2

Volume horaire / teaching hours: 16

The aim of the course is to introduce the students to the various business structures that can be found in the United Kingdom and in the United States, to help them correctly identify the types of business that are likely to employ them if they intend to find an internship or work in these countries after graduating from university: sole traders, limited liability partnerships, private limited companies, etc. in the U.K., or sole proprietorships, general or limited partnerships, etc. in the U.S.A.

Bibliography:

- Robert Emerson, *Business Law*, New York: Barron's, 2009.
- Lee Roach, *Company Law*, Oxford: OUP, 2014.

Business ethics

Enseignant / lecturer: Istifanus Ado

ECTS / credits: 2

Volume horaire / teaching hours: 16

The environmental and human, socio-economic and political scandals that the planet is experiencing as a result of the predatory and unethical behaviour of some companies raise the question of ethics in international business strategies (Kernen 2007, Emanuely 2014). Can an enterprise be economically sustainable while integrating the ethical dimension into its behaviour? At first sight, one would have a direct tendency to answer affirmatively because practically all companies have a charter or a moral code of conduct that refers to the idea of ethics in their operations (Pauchant et al., 2007, Champeau 2016). However, it must be admitted that this affirmative answer is certainly not coped with reality. The company is an economic institution whose first mission is to make profit through interaction with its environment (Arthur 1984). In this sense one cannot blame a company that, even at the expense of ethical behaviour, has been able to bring high dividends to its shareholders. Notwithstanding its primary mission of making profits, the company is also and above all "a social entity" whose objective is not only to make the maximum profit in the short term but to maximize the total profit in the long term (Peyrard 1967). This leads the company to seek a balance between capitalist behaviour (profit) and social behaviour (ethics). The objective of our course will be to present the different ethical dilemmas that a business executive will face and the tools he / she has to solve them and make ethics a strength for competitiveness.

Objectives of the course:

- Presenting to participants the different ethical issues in companies through a study theories and practical cases
- Showing participants how ethics can be a business competitiveness strategy
- Making participants aware of the interweaving between geopolitics, company positioning and the ethical dilemma

Learning objectives:

At the end of this course, participants should be able to:

- Accurately understand the ethical issues of an organization
- Professionally audit an ethical system implemented in a company
- Efficiently build an ethics system for a better competitiveness of the company

Content:

1. Theories of business ethics
2. Deontology, Ethics and Human Resources Management (CSR concept)
3. Ethics, geopolitics and international business strategy
4. Corporate culture and the implementation of ethical processes
5. Issues of ethics in the management of the company
6. The audit of ethics in the company Business Ethics

Initiation à la recherche

(cours non proposé pour des étudiants en alternance)

Enseignant / lecturer: Karin Fischer

ECTS / credits: 2

Volume horaire / teaching hours: 15

Recherche et méthodologie

L'objectif du cours est d'ouvrir une fenêtre sur la recherche en langues-cultures étrangères, tout en accompagnant les étudiants dans leurs propres explorations de recherche. Dans ce cadre, quel est l'intérêt de faire de la recherche ou d'engager un travail de recherche ? Que signifie faire de la recherche ou écrire un mémoire de recherche ? Qu'étudier et pourquoi ? Comment s'y prendre, quels outils conceptuels/théoriques et méthodologiques utiliser ?

Cette UE validera également la participation des étudiants aux manifestations de recherche des laboratoires REMELICE, POLEN ou LLL.

Indications bibliographiques (voir aussi Célène à partir de septembre) :

- Mathieu Guidère, *Méthodologie de la recherche, Guide du jeune chercheur en lettres, langues, sciences humaines et sociales, maîtrise, DEA, Master, Doctorat*. Paris : Ellipses, 2004.
- Michel Beaud, *L'Art de la thèse*. Paris : La Découverte, 2006 (BU Lettres, 378.2 BEA)
- Raymond Quivy & Luc Van Campenhoudt, *Manuel de recherche en sciences sociales*. 4^e édition. Paris : Dunod, 2011 (BU Sciences humaines, rez-de-chaussée, 300 QUI).
- Martyn Denscombe, *The Good Research Guide for Small Scale Social Research Projects*. Oxford : Oxford University Press, latest edition.

Professionalisation / work practice

Projet professionnel

Enseignant / lecturer: Anna Virgery

ECTS / credits: 8

Etude de cas export réelle proposée par une PME/PMI de la région par groupe de 4/5 étudiants.

Objectif : Mettre les étudiants en responsabilité dans une entreprise exportatrice.

Projet de recherche / research project

Enseignant / lecturer: tous les enseignants et enseignants-chercheurs titulaires / all tenured university teachers and lecturers

ECTS / credits: 6

Students work on a research project under the supervision of a university lecturer (thesis length: 30-40 pages). Topics have to be approved by the programme directors. Only open to students who enrol in "Initiation à la recherche" as a specialisation course in semester 3.

Projet Créa'Campus (création d'entreprise)

In charge: Direction de l'orientation et de l'insertion professionnelle (DOIP), Université d'Orléans

ECTS / credits: 8

Première réunion : 26 septembre, 18h

<http://www.pepite-centre.fr/crea-campus/>

<http://www.pepite-centre.fr/wp-content/uploads/2019/09/Planning-crea-campus-orleans-2019-2020.jpg>

Contrat de professionnalisation

In charge: SEFCO (Service de la formation continue)
ECTS / credits: 8

<http://www.univ-orleans.fr/fr/sefco/alternance/contrat-de-professionnalisation>

M2 / Second year – S4 / Fourth term – parcours LAME / LAME track

Tronc commun / Core classes

Internationalization strategy

Enseignant / lecturer: Isabelle Rabaud
ECTS / credits: 2
Volume horaire / teaching hours: 16

The course will analyse the cause of the creation of multinational enterprises and their economic role. More precisely, it will deal with: provide a framework for analysing the essential economics of preferential liberalisation

- A presentation of multinational enterprises and their different structure depending on their ethnicity,
- Their role in global value chains,
- Why firms choose to become multinational,
- The alternative offered by international outsourcing or offshoring,
- The economic role of multinational firms and the impact that economic policy can have on their behaviour.

Bibliography:

- Keith Head, *Elements of Multinational Strategy*. Berlin, Heidelberg: Springer, 2007.
- Paul R. Krugman, Maurice Obstfeld and Marc J. Melitz, *International Economics*. 9th edition. London: Pearson, 2012.

Risk analysis

Enseignant / lecturer: Thaïs Nunez-Rocha
ECTS / credits: 2
Volume horaire / teaching hours: 16

What kind of events can exert a potential adverse impact on the profitability of a project? These events affect trade and investment operations and are broadly classified into two categories: micro-level and macro-level. We need first to develop some basic concepts about project, cash-flow, net present value and discount rate. Secondly, we introduce the risk dimension in a probabilistic perspective: expected value, low case scenario, high case scenario etc.

Concerning risk at macro level, we focus on country risk rating. After some general considerations on a financial risk typology, international capital flows and debt problems, we move to the presentation of four methodologies: ECR, ICRG, COFACE and Dun & Bradstreet. Finally, we study in depth the Country Risk IO because of its broader scope. Country risk generally considers three dimensions with numerous variables for each: economic, financial and political risk. A comparison of these country risk measurements shows disparities in technical choices and in results in cross-section analysis but also in time-varying analysis.

Bibliography:

- COFACE, *Baromètre Risque Pays & sectoriels*, Avril, 18 p. Bois-Colombes: COFACE, 2018.
- COFACE, *Guide Risque Pays & sectoriels*, janvier, 243 p. Bois-Colombes: COFACE, 2018.
- DUN & BRADSTREET: <http://www.dnbcountryrisk.com>
- ECR: <https://www.euromoneycountryrisk.com>
- ICRG: <https://epub.prsgroup.com>

- IMF, *World Economic Outlook*, Report, Washington D.C.: IMF, 2018.
- World Bank, *Doing Business*, Report, Washington D.C.: World Bank, 2018.
- Country Risk IO: <https://www.countryrisk.io>

Langues / Languages

English communication

Enseignant / lecturer: Elodie Martin

ECTS / credits: 4

Volume horaire / teaching hours: 16

To develop a detailed understanding and high quality production of different types of business documents related to economics in the English-speaking business world, as well as to show a detailed knowledge and critical mind on issues linked to economic and commercial business world.

French

- **intermediate / intermédiaire**
- **advanced / avancé**
- **proficiency / maîtrise**

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

ECTS / credits: 4

Volume horaire / teaching hours: 32 (intermediary) or 16 (advanced / proficiency)

- Intermediary: B1 level
- Advanced: B2 level
- Proficiency: C1 level

Approfondissement / Specialization

2 cours sur 3 / 2 courses out of 3

Commerce international : techniques de paiement* **

* choix obligatoire pour les étudiants LACI

** proficiency level in French required for LAME students

Enseignant / lecturer: Istifanous Ado

ECTS / credits: 2

Volume horaire / teaching hours: 16

Dans le commerce international, il y a des risques endogènes mais aussi des risques exogènes que l'entreprise doit savoir maîtriser dans ses transactions financières. Toute entreprise a pour mission première la rentabilité. Comment augmenter ses chiffres d'affaires ? Comment avoir des nouveaux clients ? Comment pénétrer un nouveau marché ? Comment exporter en dehors de son pays ? Comment vendre et se faire payer ? Au tant des questions que les chefs d'entreprises veulent résoudre pour la prospérité de leurs affaires. C'est pourquoi une entreprise a besoin de commerciaux qui sont capables de résoudre ces équations. Le but principal de ce module est non seulement de sensibiliser les étudiants sur les différents risques qui existent dans le commerce international mais aussi leur montrer l'importance de la connaissance des moyens de paiement dans le commerce international. Nous visons aussi à donner aux participants les différentes techniques et outils de paiement dans la transaction financière mais aussi les techniques de couverture de risque de change.

Objectifs d'apprentissage :

A l'issue de ce module, les participants doivent être capable de :

- Comprendre les différents risques et proposer des techniques pour se protéger
- Maîtriser les outils des techniques de paiement à l'international

Contenu :

Partie I : Instruments cambiaux

Chapitre 1 : La lettre de change

Chapitre 2 : Le billet à Ordre

Chapitre 3 : Le chèque

Chapitre 4 : Le virement

Partie II : Les techniques de paiement dans le commerce international

Chapitre 1 : L'encaissement simple et la remise documentaire

Chapitre 2 : Le crédit documentaire et les autres techniques de paiement

Chapitre 3 : La lettre de crédit stand-by (LCSB) et le choix d'un mode de règlement

Chapitre 4 : La gestion des crédits documentaires

Partie III : Les risques de change et la couverture de risque

Chapitre 1 : Le marché de change

Chapitre 2 : Les techniques de couvertures de risques

Quality control

Enseignant / lecturer: René Séon

ECTS / credits: 2

Volume horaire / teaching hours: 16

Certification processes and Quality management.

By the end of this module the student should be able to:

- Explain what quality management is
- Explain the fundamentals of ISO 9001
- Describe a process
- Contribute to a ISO 9001 project
- Conduct an audit

English for negotiation

Enseignant / lecturer: Greg Thompson

ECTS / credits: 2

Volume horaire / teaching hours: 16

How to negotiate when doing business in a foreign country; which criteria to consider. Drawing on experiences of students in the class or "guest experts" various countries will be looked at, including the USA, Germany, South America, Japan, Russia etc. Role play exercises based on business problems and HR situations. Improvised role play exercises.

Professionalisation / work practice

Projet professionnel

Enseignant / lecturer: Anna Virgery

ECTS / credits: 6

Projet de recherche / research project

Enseignant / lecturer: tous les enseignants et enseignants-chercheurs titulaires / all tenured university teachers and lecturers

ECTS / credits: 6

Students work on a research project under the supervision of a university lecturer (thesis length: 30-40 pages). Topics have to be approved by the programme directors. Only open to students who enrol in "Initiation à la recherche" as a specialisation course in semester 3.

Projet Créa'Campus (création d'entreprise)

In charge: DOIP

ECTS / credits: 6

Stage / internship

Tuteur universitaire / university tutor: tous les enseignants et enseignants-chercheurs titulaires / all tenured university teachers and lecturers

ECTS / credits: 8

Internship in a company or organisation, with tasks related to the content of the master's programme. Length: 6 months. Students are required to write a report on the internship and there will be an oral presentation in front of a jury. More details are provided in a separate information booklet.

Contact:

Internship office / Bureau des stages et de l'insertion professionnelle

<http://www.univ-orleans.fr/fr/lettres/stages-emplois>

Contrat de professionnalisation

In charge: SEFCO
ECTS / credits: 14

Contacts :

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