



**COURSE CATALOGUE**  
**BACHELOR 3 - SEMESTER 6**  
**2025-2026**

# SUMMARY

|   |           |
|---|-----------|
| <b>SEMESTER 6.....</b>  | <b>4</b>  |
| <b>BACHELOR PRESENTATION .....</b>                            | <b>5</b>  |
| <b>MODULES OUTSIDE SPECIALISATIONS.....</b>                   | <b>7</b>  |
| French culture and society S2 .....                           | 7         |
| Human ressource practices (ECH).....                          | 8         |
| Intercultural Management and Communication S2 .....           | 9         |
| International issues (ECH).....                               | 10        |
| Management challenge (IS).....                                | 11        |
| <b>DATA AND WEB .....</b>                                     | <b>12</b> |
| DW: Data Analysis and Visualization .....                     | 12        |
| DW: Data coding Languages For Business .....                  | 14        |
| DW: Data Projects For Business .....                          | 15        |
| DW: Internet and Data .....                                   | 16        |
| <b>DIGITAL MANAGEMENT .....</b>                               | <b>18</b> |
| DM: Digital Strategy .....                                    | 18        |
| DM: Digital Design .....                                      | 19        |
| DM: Digital Entrepreneurship .....                            | 20        |
| DM: Digital Marketing.....                                    | 21        |
| <b>INTERNATIONAL BUSINESS MANAGEMENT .....</b>                | <b>23</b> |
| IBM: Administration .....                                     | 23        |
| IBM: Finance.....   | 24        |
| IBM: Human Resources .....                                    | 26        |
| IBM: Marketing Strategy and Operations .....                  | 28        |
| <b>INTERNATIONAL SUSTAINABLE MANAGEMENT .....</b>             | <b>29</b> |
| ISM: Financial and Non-financial Performance Evaluation ..... | 29        |
| ISM: Global Sustainability Communication .....                | 30        |
| ISM: Global value chain management .....                      | 31        |
| ISM: Management of Local and Global stakeholders .....        | 32        |
| <b>WINE TOURISM .....</b>                                     | <b>33</b> |
| WT: Direct Wine Sales .....                                   | 33        |
| WT: Professional wine tourism experience .....                | 34        |
| WT: Tourism Marketing.....                                    | 35        |
| WT: Viticulture, Oenology, Sensory analysis .....             | 36        |
| <b>ACADEMIC RESEARCH PAPER / INITIATION TO RESEARCH .....</b> | <b>37</b> |

|                               |           |
|-------------------------------|-----------|
| Academic research paper ..... | 37        |
| Initiation to research.....   | 39        |
| Final Report .....            | 40        |
| <b>LANGUAGES.....</b>         | <b>41</b> |
| Business English S6.....      | 41        |
| Chinois S6 .....              | 42        |
| Deutsch S6.....               | 43        |
| Espanol S6.....               | 44        |
| Français S6.....              | 45        |
| Italiano S6 .....             | 46        |

# SEMESTER 6

| Semester 6   |  | Hours      | ECTS Credits |
|--|--|------------|--------------|
| Foreign language 1 S6 : Business English S6  |  | 15         | 2            |
| Foreign language 2 S6 : Français S6, Deutsch S6, Italiano S6, Espanol S6, Chinois S6 |  | 15         | 2            |
| Management challenge (IS)  |  | 12         | 2            |
| Intercultural Management and Communication S2  |  | 21         | 4            |
| French culture & society S2  |  | 21         | 4            |
| International issues (ECH)   |  | 18         | 3            |
| Human Resources practises (ECH)  |  | 18         | 3            |
| Initiation to research   |  | 30         | 18           |
| Academic research paper  |  |            | (4 + 14)     |
| EA Final report  |  |            | 4            |
| <b>Specialization</b>  |  |            |              |
| Wine Tourism (Dijon) - in English  | WT: Direct wine sales                                    | 30         | 3            |
|  | WT: Professional wine tourism experience                 | 30         | 3            |
|  | WT: Tourism marketing                                    | 30         | 3            |
|  | WT: Viticulture, oenology, sensory analysis              | 30         | 3            |
| Data and Web (Dijon) - In English  | DW : Data Analysis and Visualization                     | 30         | 3            |
|  | DW : Data coding Languages For Business                  | 30         | 3            |
|  | DW : Internet and Data                                   | 30         | 3            |
|  | DW : Data Projects For Business                          | 30         | 3            |
| International Business Management (Dijon) - in English                               | IBM: Administration                                      | 30         | 3            |
|  | IBM: Finance   | 30         | 3            |
|  | IBM: Human ressources                                    | 30         | 3            |
|  | IBM: Marketing strategy and operations                   | 30         | 3            |
| International Sustainable Management (Lyon)  | ISM : Global value chain management                      | 36         | 4            |
|  | ISM : Financial and Non-financial Performance Evaluation | 24         | 2            |
|  | ISM : Global Sustainability Communication                | 30         | 3            |
|  | ISM : Management of Local and Global stakeholders        | 30         | 3            |
| Digital Management (Lyon)  | DM : Digital Entrepreneurship                            | 30         | 3            |
|  | DM : Digital Strategy                                    | 30         | 3            |
|  | DM : Digital Design                                      | 30         | 3            |
|  | DM : Digital marketing                                   | 30         | 3            |
| <b>Total S6</b>  |  | <b>270</b> | <b>54</b>    |

# BACHELOR PRESENTATION

## BURGUNDY SCHOOL OF BUSINESS



Our **Bachelor in Management** is a 3- year programme designed to provide you with the essential skills needed in management, marketing and business while also developing your **soft skills** : agility, open-mindedness, creativity, entrepreneurial spirit and collective thinking.

Choosing BSB is choosing an International immersion, strong connections with the corporate world, Do and Learn-oriented pedagogy. Our teaching model and dedicated team allow us to provide each student with individual support.

With the BSB Bachelor in Management program, you will develop the essential competencies for management jobs and the soft skills that are essential in a company: agility, open-mindedness, creativity, entrepreneurial spirit, sense of teamwork...

International immersion, strong connection to the business world, pedagogy based on Active Learning... by choosing the BSB Bachelor program you are guaranteed to accelerate your employability and maximize your chances of success in the entrance exams to the Master Grande Ecole.

## A RECOGNISED DIPLOMA IN FRANCE AND ABROAD



The BSB Bachelor in Management is recognized as a Bac +3 by the French Ministry of Higher Education, Research and Space, and confers the Grade de Licence. It gives access to further studies in Master Grande Ecole (Bac +5).

After our AACSB reaccreditation in 2019, and our EQUIS reaccreditation in 2022, BSB is now also AMBA accredited.

## **MODULES OUTSIDE SPECIALISATIONS**

### **French culture and society S2**

**Time volume (in hour) :** 21

**ECTS :** 4

**Semester :** Spring

**Module's Manager :** TALPAIN Iryna

**Pre-requisites :** None

**Description :** A panorama of today's French culture and society: The family, work and employment, entertainment, religion, education, the institutions... A guided tour (Dijon or Lyon)

Each class: - a mix of lectures, discussions, role plays A 3-hour guided tour (Dijon or Lyon)

**Learning objectives :** At the end of this module, students will be able to understand the way the French society works, the values and beliefs held by the French, some of the people's idiosyncrasies and cultural differences between their native country and France.

**Methodology :** An interactive class:

- lectures and discussions
- guided tours
- reflective writing ( a diary)
- role plays as interactive as possible

Teaching tools: CD - Support Audio. DVD - Video support. Course support

Pedagogical methods: Critical analysis. Discussion groups. Oral presentations. Debates. Simulations. Internet. Games. Free discussion around a theme

**Assessments :**

Individual continuous assessment 50%

Individual continuous assessment 50%

[More information](#)

## Human resource practices (ECH)

**Time volume (in hour) :** 18

**ECTS :** 3

**Semester:** Spring

**Module's Manager :** POURQUIER Catherine

**Pre-requisites :** Aucun

**Description :** Human Resource Practices Course focused on management and HRM practices. Every manager is a local HR manager. As a future manager, you must practice local HRM practices.

Active learning

**Learning objectives :** At the end of this course, the participants will have staged different management and HRM practices and will be able to debrief and analyze them. The practical application is completed by the writing of HRM incidents or situations.

**Methodology :** active learning and practices

Teaching tools: E-learning. Cases. Course support

Pedagogical methods: Oral presentations. Debates. Simulations. Theater activities

**Assessments :**

Group continuous assessment - Collective oral presentation 40%

Individual continuous assessment - Written exam 60%

[More information](#)



# Intercultural Management and Communication

## S2

**Time volume (in hour) :** 21

**ECTS :** 4

**Semester :** Spring

**Module's Manager :** TALPAIN Iryna

**Pre-requisites :** None

**Description:** Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They can therefore approach intercultural management during the sessions through exercises and situations from other cultures. Main topics: Intercultural management, communication in a foreign culture and team building. Inclusive language. Cultural differences.

Each class: lectures, discussions, critical incidents, role plays, case studies, group communication via Teams, mini-tests & assignments via Forms.

A group project followed by a group presentation (e.g. a FlipGrid video) Topics: Culture shock, values and heroes, discrimination, cultural differences and communication in Management, Inclusive language, critical incidents in management, Diversity and how to manage it, etc

### **Learning objectives :**

To facilitate social integration of foreign students at BSB through a better understanding of the cultural differences between France and their home countries.

To increase awareness of differences among business people (values, customs, traditions, etc.) from other cultures to pave the way for successful intercultural management and communication.

To respect other cultures within an international context.

To make students more communicative in a foreign culture and team building.

To learn how to lead global organizations with a diversity of profiles.

To show the importance of inclusive language

**Methodology :** Blended learning: a mix of traditional face-to-face classes (lectures, discussions, critical incidents, role plays, case studies) with online activities (all class materials, assignments and group communication are via Microsoft Teams + FlipGrid videos).

Teaching tools: DVD - Video support. Cases. Course support. Others

Pedagogical methods: Researches. Critical incidents. Discussion groups. Oral presentations. Theater activities. Case studies. Projects. Internet. Games. Free discussion around a theme

### **Assessments :**

Individual continuous assessment 30%

Group continuous assessment 30%

Individual continuous assessment 40%

[More information](#)

# International issues (ECH)

**Time volume (in hour) :** 18

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DITTER Jean-Guillaume

**Pre-requisites :** NA

**Description:** This course provides an overview of the major themes and issues within the field of geopolitics, allowing students to develop a broad understanding of the subject matter and its practical implications in the contemporary business world. Course objectives:

Develop an understanding of the concept of geopolitics, including its historical context, theoretical frameworks, and practical applications.

Analyze and evaluate the complex interactions between geography, politics, and international relations in shaping geopolitical dynamics at the global, regional, and national levels.

Session 1 – Introduction: Definition of geopolitics, historical context, and theoretical frameworks

Session 2 – Post-Brexit EU: Consequences of the United Kingdom's decision to leave the EU, including its impact on European integration and global alliances

Session 3 – The Ukraine crisis: Factors contributing to the conflict between Ukraine and Russia, including territorial disputes, energy interests, and geopolitical rivalries

Session 4 – Global China: China's political and economic presence worldwide, current implications

Session 5 – The USA: Domestic evolution and global presence, relationships with China

Session 6 – The Indo-Pacific region: Strategic importance, power rivalries, and emerging alliances in the Indo-Pacific region

**Learning objectives :** Course learning goals Explain the key concepts of geopolitics, including its theoretical foundations and the contributions of major geopolitical thinkers. Critically examine various contemporary geopolitical challenges Develop research skills to gather and analyze relevant data, employ appropriate methodologies, and critically evaluate various sources in the field of geopolitics. Communicate effectively through written assignments, oral presentations, and class discussions.

## **Methodology:**

Teaching tools: E-learning. Cases. Course support

Pedagogical methods: Case studies. Researches. Oral presentations. Debates. Internet

## **Assessments:**

Group continuous assessment - Collective case study 40%

Individual continuous assessment 60%

[More information](#)

## Management challenge (IS)

**Time volume (in hour) :** 12

**ECTS :** 2

**Semester :** Spring

**Module's Manager :** AJDUKOVIC Ivan

**Pre-requisites :** Notions in finance, marketing, tax system et strategy.

**Description :** Online business simulation

In a team, define and adapt a firm's strategy in order to improve sells and profitability in a competitive environment

**Learning objectives :** Understand how a company works

Understand relations between different dimensions of the same company Identify how competitors can affect your firm's performances

Improve ability to take decisions

Enhance teamwork and leadership

Improve general skills 2, 3 and 4

**Methodology:** 4 sessions of 3h

Teaching tools: Manual

Pedagogical methods: Simulations. Internet. Competition

**Assessments:**

Group continuous assessment - Simulation game 35%

Group final exam - Collective dossier 15%

Individual final exam - Individual executive summary 50%

**Skills:**

BACH GK 05 - To know the main digital and decision making tools

BACH GK 05.03 - Use decision-making tools

BACH GS 02 - To have a professional behaviour

[More information](#)

# **DATA AND WEB**

## **DW: Data Analysis and Visualization**

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** LENTZ Frank

**Pre-requisites :** Excel bases

**Description :** This course offers a comprehensive exploration of essential tools and techniques crucial for proficient data analysis and decision-making in the business sphere. It encompasses three main parts: Advanced Excel for Data Analysis, Introduction to ETL and Data Prep with Alteryx, and Introduction to Dashboarding and Data Visualization with Tableau.

- **Advanced Excel for Data Analysis** In this module, students will dive deep into Excel, one of the most widely used tools for data analysis in the business world. They will learn not only the basics but also advanced techniques that are crucial for solving real-world business problems. This module will emphasize hands-on experience with real case studies, allowing students to apply their knowledge immediately. By the end of this module, students will be proficient in data preparation, data cleaning, and the use of pivot tables for summarizing and analyzing data. They will also understand how to connect to external data sources and web services, enriching their datasets for more robust analysis.

- **Introduction to ETL and data prep with Alteryx** ETL (Extract, Transform, Load) and data preparation are the backbone of data-driven decision-making, empowering professionals to transform raw data into actionable insights, a critical skill for success in the data-driven business landscape. In this module, students will be introduced to Alteryx, which has gained significant recognition and is being used by prominent organizations (PWC, banks...). Students will learn the concept of ETL and data prep and how they are applied in real-world scenarios. Through practical exercises and examples, students will gain hands-on experience with Alteryx, allowing them to perform data transformations efficiently. Moreover, students will have the opportunity to earn a micro-certification in Alteryx, a valuable addition to their professional credentials.

- **Introduction to Dashboarding and Data Visualization with Tableau** Data visualization is a key skill in conveying insights from data effectively. In this module, students will be introduced to Tableau, a leading software for creating interactive and informative data visualizations and dashboards. They will learn how to take raw data and turn it into compelling visual stories. Topics covered will include building interactive dashboards, creating various charts and graphs, and mastering data storytelling through visualization. Students will engage in hands-on projects to create their own dashboards and visualizations, giving them practical experience that they can apply in their future careers.

**Learning objectives :** By the end of this course, students will acquire a comprehensive skill set in data analysis, encompassing proficiency in Excel for data manipulation, ETL techniques utilizing Alteryx, and expertise in creating compelling visual narratives using Tableau. This will empower them to effectively process, analyze, and communicate insights from diverse datasets, preparing them for success in data-driven business environments.

**Methodology :** Main concepts are presented in interactive sessions where new concepts are introduced and practice on real cases is central. This class interacts with the data project class where skills will be applied on more extensive problems.

Teaching tools: E-learning. Cases. Others

Pedagogical methods:

**Assessments :**

Individual continuous assessment - Individual dossier 50%

Individual continuous assessment - Individual dossier 50%

[More information](#)

# DW: Data coding Languages For Business

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** LENTZ Frank

**Pre-requisites:** None

**Description:** In the field of data analysis, coding serves as the cornerstone that empowers professionals to efficiently dissect, transform, and extract valuable insights from complex datasets. Proficiency in coding is a distinct advantage that sets business students with that skill apart and can make a significant difference when applying for job opportunities. The approach ensures that coding is taught in a way that is accessible and engaging for our students.

- Algorithmic Thinking with Scratch
- Introduction to algorithmic thinking using Scratch.
- Covers fundamental programming concepts.

- Develops logical problem-solving skills.
- Introduction to R for data manipulation. R is a programming language and environment that is renowned for its powerful capabilities in data manipulation. It provides a wide range of libraries and functions specifically designed for handling and transforming data. With R, you can efficiently clean, filter, reshape, and analyze data sets, making it a go-to tool for data preparation and manipulation in data analysis and statistical tasks.
- SQL Basics The focus is on the basics of DQL Data Query Language (DQL) - The Data Query Language is the sublanguage responsible for reading, or querying, data from a database

## **Learning objectives :**

- Algorithmic Thinking (with Scratch)
  - Introduction to R for data manipulation
- SQL basics

## **Methodology :**

Teaching tools: E-learning. Others. Data base

Pedagogical methods:

## **Assessments :**

Individual final exam - Individual dossier 65%

Individual continuous assessment - Written exam 35%

[More information](#)

## DW: Data Projects For Business

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** LENTZ Frank

**Pre-requisites :** None

**Description :** In the "Projects" module, students have the opportunity to explore a variety of areas, including Artificial Intelligence, image recognition, data automation, IoT, and Cloud computing, among others. They engage in practical learning experiences through hands-on projects with guidance from instructors, gaining valuable skills for real-world application and problem-solving using a variety of no-code or low-code tools in these and related fields.

**Learning objectives :** This course focuses on developing data literacy. Students will gain essential skills to comprehend and interact with data, engaging in data projects. Exposure to varied technologies will enhance their adaptability and proficiency in learning new tools.

**Methodology :**

Teaching tools:

Pedagogical methods:

**Assessments :**

Group continuous assessment - Collective oral presentation 35%

Individual continuous assessment - Individual oral presentation 65%

[More information](#)

# DW: Internet and Data

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** LENTZ Frank

**Pre-requisites :** Html, CSS, Wordpress would be an advantage but not required

**Description :** This course provides a comprehensive introduction to essential internet-related knowledge, focusing on key aspects of web analytics. Explore its role in decision-making, understand data collection, and grasp the significance of crucial metrics and KPIs. Dive into conversion optimization strategies and data privacy regulations, particularly GDPR. The course ends with a practical case study involving OBS, Canva, and social networks to orchestrate and analyze a live streaming event, applying your expertise in data analysis within an internet context.

- Introduction to Web Analytics
- Understanding the importance of web analytics in decision-making.
- Overview of key web analytics tools and platforms.
- Data Collection and Tracking
- Implementing tracking codes for web data collection
- Setting up Google Analytics and other web analytics tools.
- Key Metrics and KPIs
- Identifying and defining key performance indicators (KPIs) for web analytics
- Analyzing website traffic, user behavior, and engagement metrics
- Conversion Optimization
- Strategies for improving website conversions. Data Regulations and Privacy GDPR and Data Privacy
- Understanding data protection regulations, with a focus on GDPR.
- Compliance requirements and implications for data analysis.
- Ethical Data Handling
- Ethical considerations in data analysis.
- Best practices for data privacy and security.
- Practical Case Study : In a practical case study, students will have the opportunity to apply the knowledge and skills acquired from previous sessions and to acquire new skills. They will be tasked with a project that involves utilizing OBS (Open Broadcaster Software), Canva and social networks, and collaboration to prepare a live streaming event and analyze the data around that event. This real-world exercise will challenge students to integrate their expertise in data analysis, data visualization, and streaming technology for a practical and engaging project.

**Learning objectives :** Fundamentals web analytic skills and practical skills Essential knowledge around Data Regulations and Privacy Streaming and social network experience

**Methodology :**

Teaching tools: E-learning. Cases



Pedagogical methods:

**Assessments :**

Individual continuous assessment - Quiz 20%

Individual continuous assessment - Individual case study 40%

Group continuous assessment - Collective dossier 40%

[More information](#)

# **DIGITAL MANAGEMENT**

## **DM: Digital Strategy**

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** ISAKSSON Siri

**Pre-requisites :** Know how to do a strategic analysis, both external and internal

**Description :** Digitalization leads to an economic, cultural and organizational transformation that must be understood and analyzed in order to better manage it. This course provides an introduction to the different challenges of digital transformation by focusing on the evolution of the different functions of the company and its global business model.

**Learning objectives :**

- Know how to define digitalization
- Identify the challenges of managing a digital transformation
- Analyze digital business models

**Methodology :**

Teaching tools: Manual. Cases. Course support

Pedagogical methods: Case studies. Projects. Consulting activity

**Assessments :**

Group continuous assessment - Collective case study 50%

Individual continuous assessment - Written exam 50%

**Skills :**

BACH PS DM 05 - Identify the strategic and cultural challenges of companies and business digitalization

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

[More information](#)

# DM: Digital Design

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** ISAKSSON Siri

**Pre-requisites :** The Adobe license will be provided for the duration of the course and appropriate technical equipment is required to follow this module.

**Description :** This course is designed to train students in the creation of visual content with Photoshop software. Students will learn the main features of the tool. The Adobe license will be provided for the duration of the course and appropriate technical equipment is required to follow this module.

**Learning objectives :**

- Know how to resize, crop, retouch colors, luminosity and imperfections of a digital image
- How to use layers
- Master clipping
- How to add text to a digital image

**Methodology :**

Teaching tools: Course support. Manual. E-learning

Pedagogical methods: Projects. Internet

**Assessments :**

Individual continuous assessment - Individual dossier 100%

**Skills :**

BACH PS DM 02 - To know how to use digital tools

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

[More information](#)

# DM: Digital Entrepreneurship

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** ISAKSSON Siri

**Pre-requisites :** None

**Description :** The objective of this module is to study the different phases of development of an entrepreneurial project in a digital environment: from the conception of the minimum viable product to the search for support and funding. This module also offers the opportunity to meet entrepreneurs and to visit various Lyon-based incubators focused on new technologies.

**Learning objectives :**

Analyze the challenges of digital entrepreneurship

Propose adapted recommendations linked with the digital start-up development

Manage an entrepreneurial project

**Methodology :** private company tours to discover digital successful companies and startups

Teaching tools: Cases. Course support. Company visit

Pedagogical methods: Case studies. Projects

**Assessments :**

Group continuous assessment - Collective oral presentation 50%

Individual continuous assessment - Written exam 50%

**Skills :**

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

BACH PS DM 04 - Being able to set up a basic entrepreneurial digital project

[More information](#)

# DM: Digital Marketing

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** RODRIGUEZ Mauricio

**Pre-requisites :** Introduction to Marketing Fluent in english (B2 Level)

**Description:** This course provides students with the knowledge and skills to design strategic digital marketing campaigns as part of an integrated marketing effort. Emphasising strategy over isolated tactics, it guides participants through the complete process: from brief generation and strategy formulation to tactical development, implementation, and evaluation. Participants will engage with frameworks that align strategic intent with tactical execution, while explore growth marketing principles and an evidence-based approach to campaign design, while also assessing the role of artificial intelligence (AI) in customer acquisition, traffic generation, and growth.

Case studies and readings expose the complexities of applying digital strategy across diverse contexts, while practical exercises foster actionable skills. The final project challenges students to design a digital strategy for a company operating in Lyon, demonstrating a nuanced understanding of sociocultural contexts and local consumer behaviour.

## **Learning objectives :**

- Critically evaluate the role of digital marketing within integrated marketing strategies, identifying how digital channels contribute to positioning and value creation.
- Develop strategic frameworks that align digital initiatives with broader organisational objectives, moving beyond fragmented tactics.
- Design and implement a comprehensive digital marketing strategy, from conception and tactical development to execution and evaluation, integrating both global and local perspectives.
- Apply analytical tools and growth marketing principles to assess performance, interpret KPIs and OKRs, and optimise campaigns.
- Collaborate and problem-solve using case studies and real-world scenarios, adapting strategies to diverse markets.

**Methodology :** The course is interactive and practice-oriented, combining:

1. Lectures : Lectures will introduce key theoretical concepts and their practical applications through discussions, exercises, videos and real case studies from recognised firms with awarded digital marketing campaigns. Students will have access to all the class materials in advance on Moodle to be able to prepare the content previously for each class. The teaching style is interactive and relies heavily on participation, making active student engagement a central part of the learning experience. All lecture content will be featured in the final assessment.

2. Readings, videos, podcasts and case studies Assigned readings, videos, podcasts, and case studies are mandatory. They will form the basis for in-class discussions and exercises. Students are expected to complete all materials before each session to ensure meaningful contributions during class. The readings will be discussed in depth during the class and participation will provide or discount points from you CC grade In this syllabus there is a sectional of optional readings, that are clearly not mandatory but is a curated list of interesting readings, videos and podcast that will increase your knowledge of the subject

3. Assignments Students will complete hands-on individual assignments designed to apply concepts learned in class. Description of the final group assignment and final exam are explain in the next section. Students are expected to prepare all materials in advance and actively participate in discussions.

Teaching tools: Manual. Cases. Course support

Pedagogical methods: Case studies. Projects. Internet. Consulting activity

**Assessments :**

Group continuous assessment - Collective case study 50%

Individual final exam - Individual case study 50%

**Skills :**

BACH PS DM - To know and to know how to use of the techniques and tools required to exercise a profession in digital management

BACH PS DM 01 - To know and to understand the fundamentals of digital marketing strategies and digital consumer behavior

[More information](#)

# **INTERNATIONAL BUSINESS MANAGEMENT**

## **IBM: Administration**

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DITTER Jean-Guillaume

**Pre-requisites :** None

**Description :** The class introduces students to key issues in :

- > International Contracts (12h)
- > International Business Operations (18h)

**Learning objectives :** By the end of the module you should be able to:

- > Deal with the administration of import/export operations, such as international payment and insurance and custom clearance, as well as understand the interface with logistics.
- > Demonstrate an understanding of the defining characteristics of contract law in international legal systems;
- > Engage in informed discussion about the advantages and disadvantages of harmonisation of contract law;
- > Understand their own systems of contract law through discussion and comparison with students from other legal systems.

### **Methodology:**

Teaching tools: E-learning. Manual. Cases. Course support. Work

Pedagogical methods:

### **Assessments:**

Individual continuous assessment - Individual dossier 60%

Individual continuous assessment - Individual dossier 40%

### **Skills:**

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 03 - To know tasks and issues of efficient global supply chain management, and the importance of adopting adequate international business contracts among the various stakeholders

[More information](#)

# IBM: Finance

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DITTER Jean-Guillaume

**Pre-requisites :** Basic notions of accounting & finance

**Description :** This module aims at developing abilities to manage international operations, as regards to operational, fiscal and financial aspects. It is split into two sub-modules:

- The first sub-module consists in an introduction to international finance, including financial sector regulation, risk management and basic forex risk hedging.
- The second sub-module presents international taxation issues

Finance (18h) : Students will deal with all the operational aspects of international operations management. Then, students will know the basics on international finance, risk management and basic forex risk hedging. At the end of the module, students should be able to deal with the administration of import/export operations, such as international payment and insurance and custom clearance, as well as understand the interface with logistics.

- 1.- Introduction to International Finance
- 2.- Management of import/export operations
- 3.- Exchange rates and basic forex risk hedging
- 4.- Risk management

Taxation (12h) : The module is intended to provide students with a general perspective of international taxation and how it could affect management decisions. It will focus on the fundamentals of international taxation. At the end of this sub-module, students should be able:

1. To understand the international taxation principles and key issues by integrating the international tax law into financial accounting and corporate finance, and
2. To develop a critical appreciation of the international framework, explain and evaluate how taxation influences corporate management. Contents:

- 1.- Introduction to international taxation
  - 2.- Fundamentals of international taxation: The Permanent Establishment (PE)
- Concept 3.- Principles of transfer pricing
- 4.- General anti-avoidance rules and anti-tax haven legislation.

**Learning objectives :** To know key tasks and issues of international financial management and understand their strategic importance to multinational companies Knowledge on the major concepts and facts related to international monetary and financial relations from a dynamic (evolution through time) and global (open and interdependent economies) perspective Understanding of how markets operate, how they are organized, managed and regulated. Understanding of major financial issues for firms (micro and meso-level analysis) as well as for national/regional economies (macro-level analysis).

**Methodology :** teaching language : english

Teaching tools: E-learning. Manual. Course support

Pedagogical methods:



**Assessments :**

Individual continuous assessment - Individual dossier 60%

Individual continuous assessment - Individual case study 40%

**Skills :**

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 04 - To know key tasks and issues of international financial management and understand their strategic importance to multinational companies

[More information](#)

# IBM: Human Resources

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DITTER Jean-Guillaume

**Description :** Course contents include the following topics:

- > "Discover the major IHRM issues in organizations"
- > " Know the different fundamental areas of IHRM actions and develop a critical look at HRM practices and tools"
- > "Understand the complexity and the variables involved in cross-cultural HRM"
- > "Mobilize HR concepts and practices into case studies"
- > "Activate your soft skills, abilities to analyze and synthesize"

Course contents include the following topics:

- > Distinguish among various IHRM practices around the world.
- > Understand and mobilize the different HRM models and become aware of their impacts on work organization and people
- > Understand the steps of a recruitment process and the role of a manager in this process
- > Understand the issues of work recognition and employee compensation
- > Be familiar with the main concepts and practices of risk prevention and quality of working life in a global company;
- > Understand the variations in host-country labor relations systems (trade unions) and the impact on the manager's job and effectiveness.
- > Understand how leadership styles and practices vary around the world – difference leadership/management
- > Training and career management, lifelong learning, holistic development

**Learning objectives :** BACH PS IBM 02 - To know key tasks and issues of international human resource management and understand their strategic importance to global companies  
Educational and operational objectives: acquisition of know-how and interpersonal skills

- > Analysis and synthesis skills: knowledge acquisition in IHRM, for a critical perspective, necessary for any HR manager
- > Technical skills: related to the reality of work: management tools (writing a job description, a job advertisement, conducting a compensation and remuneration plan, preventing risks...)
- > Relational and emotional competencies: animation, presentation of self, self-confidence

## **Methodology :**

Teaching tools: Manual. Cases. Course support. E-learning. DVD - Video support

Pedagogical methods: Case studies. Discussion groups. Oral presentations. Debates. Games

## **Assessments :**

Group continuous assessment - Collective case study 30%

Individual continuous assessment - Individual case study 30%

Group continuous assessment - Collective case study 40%

**Skills :**

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 02 - To know key tasks and issues of international human resource management and understand their strategic importance to global companies

[More information](#)

# IBM: Marketing Strategy and Operations

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DITTER Jean-Guillaume

**Pre-requisites :** Fundamentals of Business/Marketing

**Description :** This class seeks to develop students' competencies in relation to international marketing and firm expansion, more generally. The internationalization process presents major opportunities and risks to firms. Furthermore, the globalization of markets and increased competition requires managers to pay attention to the international landscape. Therefore, this course focuses on marketing strategy and operations; with a specific focus on working across country borders. The international marketing task is made more challenging because of organizational factors and its ability to learn, as a collective.

**Learning objectives :** By the end of the course, the student should be able to: provide international strategic, tactical and operational advice to decision makers; explain key internationalization processes and theoretical frameworks; understand how to manages a sales team across countries/regions; and, express the main factors that influence the consumer buying behavior in international markets.

**Methodology:**

Teaching tools: E-learning. DVD - Video support. Cases. Course support

Pedagogical methods: Critical analysis. Case studies. Researches. Projects. Oral presentations

**Assessments :**

Group continuous assessment - Collective case study 40%

Group continuous assessment - Collective case study 40%

Individual continuous assessment - Quiz 20%

**Skills :**

BACH PS IBM - To know and to know how to use of the techniques and tools required to exercise a profession in international business management

BACH PS IBM 01 - To be able to identify the strategies available to international managers and the models available to support analysis and decision-making

[More information](#)

# **INTERNATIONAL SUSTAINABLE MANAGEMENT**

## **ISM: Financial and Non-financial Performance Evaluation**

**Time volume (in hour) :** 24

**ECTS :** 2

**Semester :** Spring

**Module's Manager :** NOISETTE Bruno

**Pre-requisites :** None

**Description :** Le cours donne aux étudiants un aperçu du rôle de la finance et de l'évaluation de performance dans l'économie mondiale, détaille les enjeux économiques, politiques, et environnementaux liés au choix d'indicateurs de performance, et présente divers outils et instruments de mesure de performance et d'investissement durable

**Learning objectives :** CDEFM: Have a general understanding of the financial system (actors, structure, current trends and challenges) and its role in the ecological transition CDEFM: Understand the objectives and limites of the main indicators used to measure and evaluate the performance of organizations

### **Methodology :**

Teaching tools: Course support

Pedagogical methods: Case studies. Researches. Projects. Free discussion around a theme

### **Assessments :**

Group continuous assessment 40%

Individual continuous assessment 60%

[More information](#)

# ISM: Global Sustainability Communication

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** NOISETTE Bruno

**Pre-requisites :** None

**Description :** This course introduces students to the diversity of forms of organizations, in terms of legal status, mission, governance, or business model in the case of for-profits. The aim is to prepare them to collaborate with various types of stakeholder and partners at a local or global scale.

**Methodology:**

Teaching tools: Course support

Pedagogical methods: Researches. Oral presentations. Events organization. Free discussion around a theme

**Assessments :**

Group continuous assessment - Collective case study 40%

Individual continuous assessment - Individual case study 60%

[More information](#)

# ISM: Global value chain management

**Time volume (in hour) :** 36

**ECTS :** 4

**Semester :** Spring

**Module's Manager :** NOISETTE Bruno

**Pre-requisites :** Transition écologique

**Description :** The course gives students an overview of the general functioning of the globalized economy, with a focus on physical and energy flows, then introduces the concept of sustainable development and pushes students to reflect on the way organizations impact, are impacted, and can adapt to environmental and social grand challenges

Introduction - Structure of the global economy Systemic crisis & Sustainable development  
Impact along the value chain Business approach to SDG - Stakeholder theory and its limits (externalities) Environmental pillar of ESG Social pillar of ESG Governance pillar of ESG Why and how to measure performance Sustainable conception Functionality business Circular economy

## **Methodology:**

Teaching tools: Cases. Others. Course support

Pedagogical methods: Case studies. Oral presentations. Debates

## **Assessments:**

Individual continuous assessment - Quiz 20%

Individual continuous assessment - Individual oral presentation 15%

Group continuous assessment - Collective case study 40%

Individual continuous assessment - Individual case study 25%

[More information](#)

# ISM: Management of Local and Global stakeholders

**Time volume (in hour) :** 27

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** NOISETTE Bruno

**Pre-requisites :** None

**Description :** This course introduces students to the diversity of forms of organizations, in terms of legal status, mission, governance, or business model in the case of for-profits. The aim is to prepare them to collaborate with various types of stakeholder and partners at a local or global scale.

**Methodology :**

Teaching tools:

Pedagogical methods:

**Assessments :**

Group continuous assessment 40%

Individual continuous assessment 60%

[More information](#)



# **WINE TOURISM**

## **WT: Direct Wine Sales**

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DUBOIS Magalie

**Pre-requisites :** None

**Description :** Les étudiants apprendront à accueillir les touristes de manière efficace afin de maximiser leur satisfaction et de les fidéliser à la marque. Ils acquerront les bases du merchandising du vin. Ils apprendront à créer et à gérer un événement ou un festival du vin.

**Learning objectives :** Être capable de concevoir et de gérer efficacement un caveau de dégustation. Être capable de concevoir et de mettre en œuvre un événement/festival du vin.

**Methodology :**

Teaching tools: Course support

Pedagogical methods: Case studies. Projects. Oral presentations

**Assessments :**

Group continuous assessment - Collective oral presentation 30%

Individual continuous assessment - Quiz 40%

Individual continuous assessment - Individual case study 30%

**Skills :**

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 02 - To be able to design and manage a wine cellar effectively

[More information](#)

## WT: Professional wine tourism experience

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DUBOIS Magalie

**Pre-requisites :** None

**Description:** Cours dispensés par des professionnels du tourisme du vin. Création d'un projet œnotouristique innovant / gestion œnotouristique / approche professionnelle. 2 voyages d'étude (Champagne et Bourgogne) pour découvrir les vins de chaque région, l'industrie du vin de chaque région et la situation de l'œnotourisme de chaque région. Ces voyages d'étude sont complétés par un travail de recherche documentaire.

**Learning objectives :** Apprendre à créer et à promouvoir un circuit œnologique dans une région spécifique pour un marché cible spécifique.

**Methodology :** Deux voyages d'étude (Bourgogne & Champagne) Projet œnotouristique innovant.

Teaching tools: Company visit. Cases. Tasting

Pedagogical methods: Oral presentations. Case studies

### **Assessments :**

Individual continuous assessment - Quiz 30%

Individual continuous assessment - Individual dossier 30%

Group continuous assessment - Collective oral presentation 40%

### **Skills :**

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 04 - To know how to design a professional wine tour for a specific target market

[More information](#)

# WT: Tourism Marketing

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DUBOIS Magalie

**Pre-requisites :** Basic notions of marketing

**Description :** This course explores the concepts and components of tourism marketing. It covers the various P's of tourism marketing and their relevance to wine tourism. It will teach the students how to develop the right marketing strategy for a wine tourism structure. It addresses the basics concepts of wine tourism and hospitality, wine and food festivals and wine tourism as a vehicle to build a brand image for the winery, a wine business, or a wine region. Specific focus areas include wine tourism visitor consumer behavior, the role of the winery cellar-door in wine marketing/distribution, the functions of wine routes/roads, wine region brand building, and wine and/or food festival event fundamentals and management.

**Learning objectives:**

Learn the specificities of wine tourists' profile, their behavior and motivations

Be able to define a marketing strategy for a wine tourism structure

Be able to choose the right distribution channels

Develop direct wine sales at the winery and use the cellar door strategy to promote the winery

**Methodology:**

Teaching tools:

Pedagogical methods: Case studies. Projects. Oral presentations

**Assessments:**

Individual continuous assessment - Quiz 50%

Group continuous assessment - Collective oral presentation 20%

Group continuous assessment - Collective oral presentation 30%

**Skills:**

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 03 - To be able to formulate the right marketing strategy for a wine tourism structure or a wine event

[More information](#)

# WT: Viticulture, Oenology, Sensory analysis

**Time volume (in hour) :** 30

**ECTS :** 3

**Semester :** Spring

**Module's Manager :** DUBOIS Magalie

**Pre-requisites:** Basic notions of management

**Description:** Learn the basics of oenology, viticulture and sensorial analysis

The objective of the module is to learn the basic oenology & viticulture techniques and the basics of sensorial analysis. This module is split in two sub-modules: oenology/viticulture and sensorial analysis. The first one deals with the basic oenology and viticulture techniques. At the end of the module the students should be able to recognize the viticulture effects that make a good wine. They will also be able to recognize different viticulture techniques and wines from different regions. The second sub-module consist in an introduction to wine tasting & sensorial analysis. The students should acquire the basic wine tasting techniques, be able to sell the sensorial aspect of wines. They will learn how to identify the components of wine and understand why they are important; understand one's palate and to respect the differences of others; learn how to professionally taste and analyze wine; and finally learn how to pair food and wine. At the end of the module, the students should be able to recognize the characteristics of sensory characteristics of varietal wines, conduct a sensory assessment of defects, detect deficiencies and diseases of wine.

**Learning objectives:** Goals :

1. Be able to recognize and properly verbalize the basic wine-related sensory sensations.
2. Be able to discriminate intensity levels for the basic wine-related sensory sensations.
3. Be able to recognize the main wine styles and to justify an aesthetic/quality judgment.
4. Be able to communicate wine sensory properties and quality dimensions to the customers.

**Methodology:**

Teaching tools: Course support. Company visit

Pedagogical methods: Case studies. Researches. Oral presentations. Debates. Diagnostics

**Assessments:**

Individual continuous assessment - Quiz 60%

Individual continuous assessment - Quiz 40%

**Skills:**

BACH PS WT - To know and to know how to use of the techniques and tools required to exercise a profession in wine tourism

BACH PS WT 01 - To know the basic oenology & viticulture techniques and the basics of sensorial analysis

[More information](#)

# **ACADEMIC RESEARCH PAPER / INITIATION TO RESEARCH**

## **Academic research paper**

**Time volume (in hour):** 0

**ECTS :** 14

**Semester :** Spring

**Module's Manager :** REBOUD Sophie

**Pre-requisites :** NA

**Description:** The dissertation is a written document consisting of the following elements:

- An introduction presenting the subject, the problematic and the plan;
- A first part corresponding to a literature review listing in a structured way the main ideas from various documents, in particular at least three academic articles;
- An applied second part mobilising factual documentary resources (figures, experience reports, description of professional or sectoral situations) to illustrate and put into perspective the ideas put forward in the first part;
- A conclusion recalling the problematic and the main elements of the answer provided and proposing a critical look at the work carried out (limits of the work, acquisition of knowledge and skills linked to this work);
- A bibliographic section
- Appendices with illustrative documents.
- The evaluation grid for the dissertation (see Annex 2)

**Learning objectives :** The Bachelor in Management dissertation is a written document aiming at formulating a problematic linked to a professional reality and at answering it by mobilizing and putting into perspective various documentary resources among which scientific articles. This work has a double learning objective:

- to initiate students to research through the required approach: formulation of a problem, identification and analysis of documentary resources including scientific articles, comparison of scientific and factual information;
- develop an in-depth knowledge of a given professional field corresponding to the students' choice of specialisation. More specifically, students will develop the following competences (see Bachelor in Management Competence Framework):
- Know how to collect information, organise it, evaluate its relevance and present it
- Be able to synthesise, to exercise a critical mind and to argue
- Ability to express oneself in writing
- Ability to express oneself orally

### **Methodology:**

Teaching tools: E-learning. Manual. Periodical. Data base. Fascicule. Course support. Work

Pedagogical methods: Researches. Projects. Oral presentations. Inquiries. Panel analysis

**Assessments:**

Group continuous assessment - Collective oral presentation 40%

Group continuous assessment - Collective dossier 60% [More information](#)

# Initiation to research

**Time volume (in hour) :** 30

**ECTS :** 4

**Semester :** Spring

**Module's Manager :** REBOUD Sophie

**Pre-requisites :** None

**Description :** A course to support Bachelor Students writing their Bachelor thesis

**Learning objectives:** Les objectifs d'apprentissage de ce module permettront aux étudiant(e)s :

- (1) d'apprendre à formuler une problématique liée à une situation professionnelle et en lien avec la spécialisation choisie par les étudiant(e)s ;
- (2) de mener des recherches bibliographiques et de savoir différencier la nature des documents ;
- (3) d'exploiter la substance des documents et d'en retirer des éléments pertinents permettant de préciser la problématique et/ou d'y répondre ;
- 4) d'analyser le contenu d'un article scientifique et d'en faire une synthèse critique ;
- (5) de structurer les idées pour former un plan détaillé articulé autour d'une revue de littérature et d'une partie appliquée ;
- (6) de citer les divers documents en respectant les normes de présentation et la charte éditoriale BSB ;
- (7) de présenter à l'oral différents livrables associés à la réalisation du mémoire faisant l'objet ou non d'une évaluation certificative.

En suivant ce module, les étudiant(e)s développeront les compétences suivantes (cf Référentiel de compétences du Bachelor in Management) :

- Savoir collecter de l'information, l'organiser, en évaluer la pertinence et la restituer
- Faire preuve d'esprit de synthèse, savoir exercer son esprit critique et savoir argumenter
- Savoir s'exprimer à l'écrit
- Savoir s'exprimer à l'oral

**Methodology :** La méthode choisie est une pédagogie active (active learning) impliquant les étudiants pendant les heures de cours et nécessitant un travail en amont et en aval des séances (lecture et visionnage de capsules vidéo, recherche documentaire). Le mémoire de Bachelor est un travail réalisé par équipe de trois ou quatre étudiant(e)s. Ces équipes d'étudiant(e)s sont suivies par un tuteur de mémoire qui est l'enseignant du groupe de module.

## **Assessments :**

Individual continuous assessment - Individual executive summary 60%

Group continuous assessment - Collective oral presentation 40%

## **Skills:**

BACH GS 01 - To be able to analyse information and communicate

BACH GS 01.06 - To develop a structured argument with critical thinking

BACH GS 01.07 - Be able to write a structured paper

BACH GS 01.09 - To write a literature review [More information](#)

# Final Report

**ECTS :** 8

**Pré-requis :** Aucun

**Description :**

Le final report est une recherche thématique et une analyse sur un sujet en relation avec les disciplines académiques qui ont été étudiées dans le programme de Bachelor à Burgundy School of Business. Il est considéré comme la conclusion du cursus Bachelor en marketing, management et commerce international. Il doit être réalisé avec des références académiques pertinentes et des exemples d'expériences d'entreprises.

**Objectifs d'apprentissage :**

Les objectifs d'apprentissage sont les suivants :

- Être capable de faire une synthèse professionnelle en relation avec les disciplines académiques étudiées sur le programme bachelor
- Collecter et analyser de l'information à partir de sources académiques
- Trouver et analyser des exemples en entreprise
- Analyser et comprendre les entreprises à la lumière des connaissances acquises sur le cursus bachelor
- Savoir faire une synthèse en mettant en perspective les acquis théoriques dans un contexte réel d'entreprise



# LANGUAGES

## Business English S6

**Time volume (in hour) :** 15

**ECTS :** 2

**Semester :** Spring

**Module's Manager :** TALPAIN Iryna

**Pre-requisites :** an optional module for BACH 3 TC & ALT in S6

**Description :** EXPANDING SKILLS: The S6 course is designed to help students develop & apply communication and different Business language skills + exam preparation for MGE if needs (optional/compulsory module, no credits)

Each class: - a mix of selected audio/video supports (for example, Ted Talks) with a follow-up discussion or real case studies (group work) - a mix of listening, reading activities - grammar based on needs Homework: - is optional on Global Exam and/or assigned by teachers

**Learning objectives :** To improve and broaden students' ability to communicate effectively through spoken English. It covers various aspects of oral communication, including clarity, fluency, vocabulary, tone, body language, and overall confidence when expressing ideas, opinions, or information.

**Methodology :** Blended learning: face-to-face classes with MicrosoftTeams assignments via Forms + online self-study (an online language platform, Global Exam) + tailor-made coaching via Microsoft Teams based on students' needs & online tracking for BACH 3 TC students. (NO coaching for BACH 3 ALT students) Individual and group work. Discussions/debates. Real case studies.

Teaching tools: CD - Support Audio. DVD - Video support. Course support. E-learning. Cases

Pedagogical methods: Researches. Discussion groups. Debates. Free discussion around a theme. Case studies. Internet. Games

**Assessments :**

Individual continuous assessment 100%

**Skills :**

BACH GK 08 - To know how to communicate in a foreign language

BACH GK 08.01 - To master oral and written communication in English

[More information](#)

# Chinois S6

**Time volume (in hour) :** 15

**ECTS :** 2

**Semester :** Spring

**Module's Manager :** GRUNZIG Ina

**Pre-requisites :** BACH3 Chinois S5

**Description :** L'approche de la matière se fera de multiples façons: textes inconnus, exercices d'audition, supports visuels, bandes sonores, BD, vidéo, etc. '

Chaque leçon aura un thème, parfois très large, sur la culture chinoise, des traditions, l'Histoire, la langue, des légendes, etc. ' et des points de grammaire très précis et pointus (aspects duratifs des verbes, sens dérivés des compléments complexes de direction, adverbes corrélatifs, particules passives, phrases relatives, etc. ')

**Learning objectives :** Ce cours vise à amener l'apprenant à parler et à comprendre avec une plus grande facilité la langue chinoise. Il lui permet également de pouvoir lire des textes sur des sujets variés à l'aide d'un dictionnaire, ainsi que de rédiger des textes courants. De plus, les points grammaticaux les plus importants ainsi que les notions des particularités grammaticales et lexicales du chinois sont vus, afin de permettre à l'apprenant de poursuivre seul son apprentissage par la suite.

**Methodology :** Le module comporte 8 séances de 2 heures. Workshop sur thèmes proposés ; débats ; exposés ; discussions

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Periodical. Data base. Course support

Pedagogical methods: Projects. Oral presentations. Debates

**Assessments :**

Individual continuous assessment 100%

[More information](#)

## Deutsch S6

**Time volume (in hour) :** 15

**ECTS :** 2

**Semester :** Spring

**Module's Manager :** POUX-MOINE Sandra

**Pre-requisites :** Grundkenntnisse der deutschen Sprache, der Grammatik und Kenntnisse des Vokabulars der Semester 1 bis 5

**Description :**

Intensives Training der für den "concours" erforderlichen Kompetenzen anhand von Dialogen des vergangenen Jahres: Hörverstehen, schriftliche Notizen, Vorbereitung der Synthese und des Kommentars, mündliche Präsentation, Diskussion; Gruppenarbeit sowie individuelles Coaching

**Learning objectives :** Der Lernfortschritt hängt vom Niveau der Gruppe ab.

**Methodology :** 10 Kurse zu 2 Stunden

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Course support

Pedagogical methods: Critical analysis. Oral presentations. Debates. Internet

**Assessments :**

Individual continuous assessment - Individual oral presentation 100%

[More information](#)

# Espanol S6

**Time volume (in hour) :** 15

**ECTS :** 2

**Semester :** Spring

**Module's Manager :** POUX-MOINE Sandra

**Pre-requisites :** Haber validado los modulos de B1 à B5

**Description :** BACH 3 Español 6

1)Ejercicios de comprensión oral.

2)Debates de los temas. Preguntas, expresión de ideas, expresión de desacuerdo y acuerdo, comentarios, etc.

3)Realización de apuntes. Para cada temas, se debe realizar una ficha de datos y resumen.

4)Ejercicios de vocabulario. Ejercicios para practicar y conocer vocabulario relacionando con los temas tratados. Vocabulario Español y Latinoamericano.

5)Ejercicios de gramática. Ejercicios para practicar los tiempos gramaticales y su uso.

**Learning objectives :** El alumno trabajará con contenidos sobre la actualidad en el mundo hispanohablante para mejorar sus diversas competencias lingüísticas. Practicará su comprensión oral por medio de audios y videos. Desarrollará su expresión escrita y su comprensión escrita al realizar resúmenes y apuntes de los temas escuchados.

**Methodology :**

Teaching tools: CD - Support Audio. E-learning. Fascicule. Course support

Pedagogical methods: Critical analysis. Discussion groups. Oral presentations. Debates. Free discussion around a theme

**Assessments :**

Individual continuous assessment 100%

[More information](#)

# Français S6

**Time volume (in hour) :** 15

**ECTS :** 2

**Semester :** Spring

**Module's Manager :** TALPAIN Iryna

**Pre-requisites :** Test de niveau avant Janvier avec Global Exam qui permettra de définir le niveau. BACH 3 FLE - optionnel.

**Description :** Entraîner aux 4 compétences, dispenser un enseignement linguistique et culturel et approfondir les acquis de Semestre 1.

Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien. (+ Global Exam DELF A1-A2)

Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel. (+ Global Exam DELF B1-B2)

Level 3 (= natifs/bilingues et C1-C2) : Un perfectionnement de la langue française, customisé. La pédagogie est autour de parcours customisés, projets individuels (choix libre), possibilité étudier LV3 avec plateforme en autonomie.

## Learning objectives :

Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien.

Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel.

Level 3 (= natifs/bilingues et C1-C2) : Un perfectionnement de la langue française.

**Methodology :** Apprentissage "blended": face-à-face + auto-apprentissage avec la plateforme en ligne Global Exam + sessions de coaching personnalisées pour répondre aux difficultés et besoins individuels

Teaching tools: CD - Support Audio. DVD - Video support. Course support

Pedagogical methods: Discussion groups. Debates. Internet. Games. Free discussion around a theme. Simulations

## Assessments :

Individual continuous assessment 100%

[More information](#)

# Italiano S6

**Time volume (in hour):** 15

**ECTS:** 2

**Semester:** Spring

**Module's Manager :** POUX-MOINE Sandra

**Pre-requisites :** Buona conoscenza della lingua e della cultura italiana. Buone basi grammaticali (vocabolario generale e specialistico).

**Description :** BACH Italiano 6 - Società, Cultura e Economia

Il corso prevede una preparazione che dia allo studente la possibilità di "conoscere" in maniera approfondita diversi aspetti attuali della "cultura, società ed economia italiana". Il tutto si svolgerà facendo parallelamente un lavoro di ripasso grammaticale e lessicale (sulla base dei problemi che emergono durante le esercitazioni).

**Learning objectives :** LG3 GK/GS-07.1 Understand and communicate in foreign languages  
Corso indirizzato agli studenti iscritti al secondo semestre del terzo anno Bachelor. Le lezioni ruotano attorno ai fatti che caratterizzano l'attualità italiana. Il corso mette l'accento sulle attività pratiche.

**Methodology :**

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Periodical. Course support

Pedagogical methods: Simulations. Internet

**Assessments :**

Individual continuous assessment 100%

[More information](#)