



COURSE CATALOGUE

2025-2026 Catalogue Bachelor 2 (English track)



**We believe
in youth**

[SUMMARY](#)

SUMMARY :

BACHELOR PRESENTATION	3
SEMESTER 1	5
Communication	5
English tutoring	6
International issues	7
Law 2	8
Management Control	9
Products and Services	10
Public speaking and eloquence	11
BACH 2 Business English S3	12
BACH 2 Deutsch S3	13
BACH 2 Espanol S3	14
BACH 2 Français S3	15
BACH 2 Italiano S3	16
SEMESTER 2	17
Artificial Intelligence in Business (IS)	17
B To B Sales Methods	18
Bach Art et culture	19
Digital communication (IS)	20
Distribution	21
Ecological transition	22
French culture and society S2	23
Human ressource practices (IS)	24
Innovative & Sustainable Entrepreneurship	25
Intercultural Management and Communication S2	26
Introduction to Corporate Finance	27
Introduction to Wine Industry	28
Management challenge (IS)	29
Web Module	30
EA Final Report	32
Stage / Internship Bach 2	33
Business English S4	34
BACH 2 Deutsch S4	35
BACH 2 Espanol S4	36
BACH 2 Français S4	37
BACH 2 Italiano S4	38

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...

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 Innovation, 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.



**We believe
in youTH**

[SUMMARY](#)

Semestre 3	Langues	Heures module	Crédits ECTS
International issues		27	4
Management Control		27	4
Communication		27	4
Products and services		27	4
English tutoring		21	2
Public speaking and eloquence		21	
Law 2		27	4
Business English S3		13,5	1
LV2 S3		13,5	1
TOTAL S3		204	24
Semestre 4	Langues	Heures module	Crédits ECTS
Distribution		12	2
Ecological transition		12	2
B To B Sales Methods		24	4
Introduction to Corporate Finance		24	4
Art et culture (Lyon)		24	3
Web module			
Introduction to Wine Industry (Dijon)			
Innovative & Sustainable Entrepreneurship		24	3
Business English S4		12	1
LV2 S4		12	1
Digital communication (IS)		24	3
Human Resources practices (IS)		24	3
Management challenge (IS)		12	2
Artificial Intelligence in Business (IS)		12	2
Intercultural Management and Communication S2		21	4
French culture & society S2		21	4
EA Final report			4

Art et Culture / Web module / Introduction to Wine Industry :
elective modules.
You are allowed to choose only ONE of the 2 modules.

SEMESTER 1

Communication

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn
Module's Manager: TAVILLA Valérieane

Pre-requisites: marketing tools course bachelor 1

Description: This course provides an overview of the communication process and the strategic approach in organisations. It provides an understanding of the general stages involved in setting up a communication policy

Learning objectives: GK2 To be acquainted with the fundamentals of marketing and sales GK2.3 To understand and to make the connection between the marketing strategy and the commercial plan of action GS6 To work with others, to possess relational qualities GS7 To know how to communicate effectively, both orally and in writing

Assessments:

Group continuous assessment - Collective dossier 30%

Individual continuous assessment - Individual case study 70%

[More information](#)

[SUMMARY](#)

English tutoring

Time volume (in hour): 21 **ECTS:** 2 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: none

Description: A back-to-school seminar over 4 days before classes. This intensive course is for the students: * who have a rather low English level (the level could vary from pre-intermediate to Intermediate +). * who are resistant to speaking English in class (don't like to be corrected; don't want to make a mistake in front of the whole class; can't say what they want to say in English, etc)

- An interactive environment with instant feedback and tips to scaffold students' learning
- Basic Business English + General English (everyday situations)
- NO handouts but mini-supports and mini-tasks via Microsoft Forms
- Limited (= « hidden ») grammar.
- Speaking activities are prominent!
- Each teacher will see where students need improvement and personalise his teaching material accordingly

Learning objectives: Students will : - Use English skills in a creative atmosphere - Gain confidence by speaking English with more people - Improve their everyday speaking skills - Improve their general vocabulary, grammar and listening skills

Methodology: Flexible teaching approach Focus on progression

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

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

Assessments:

Individual continuous assessment 60%

Individual final exam - Individual oral presentation 40%

Skills:

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

BACH GK 08.03 - To develop an oral argument in English

[More information](#)

[SUMMARY](#)

International issues

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: DITTER Jean-Guillaume

Pre-requisites: None

Description: This class provides students with an overview of international business environments, emphasising economic and political aspects of international relations.

1_Introduction to geopolitics 2_Geopolitics and geoeconomics 3_Issues in geopolitics (1)
4_Issues in geopolitics (2) 5_Putin's Russia 6_China's global footprint 7_the OBOR project 8_Indopacific and the AUKUS 9_Conclusions

Learning objectives: * At the end of this module students should be capable of formulating coherent comprehensive and informed opinions with regard to the stakes of international politics. In addition, they should be able to apply this skill to the challenges faced by companies operating in an international environment, replete with risks and opportunities. * Gain familiarity with the theoretical and practical foundations of globalisation, its evolution, as well its implications for business organisations

Methodology:

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

Pedagogical methods: Case studies. Oral presentations. Debates

Assessments:

Individual continuous assessment - Oral participation 30%

Individual continuous assessment - Individual oral presentation 30%

Individual final exam - Written exam 40%

Skills:

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

BACH GS 01.05 - Identify and select relevant ressources on a specific topic

BACH GK 07 - To know and understand international issues

[More information](#)

[SUMMARY](#)

Law 2

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: JUNO-DELGADO Edwin

Pre-requisites: excellent english written and oral

Description: This course aims to provide a comprehensive treatment of business law in a way which is interesting and easily understood. Each class is supposed to begin with introduction to the basic definitions, concepts etc. concerning the issues that are to be discussed. Then regulations from different sources are to be confronted in order to be aware to the main terms.

This course complements the previous Introduction to Law course. It provides an overview of the major legal issues, concepts and principles which form the background to the employment, law and marketing law. These three topics will be studied within a holistic approach. In each topic we'll discuss the practical applications of rules making numerous cross-references and demonstrating the inter-relationship between the various subject areas. The program is therefore suitable for students intending to seek careers in many other areas, such as banking, management, marketing and finance.

Learning objectives: Business law 2 course aims to familiarize the students with legal concepts and terminology in topics which will be useful in their forthcoming professional career in business. The mains objectives are: a) To explain how the relationship of employer and employee is establishes and the incidents of the contract of employment; b) To understand the legal aspects of taxation, includes all contributions imposed by the government upon individuals for the service of the state. c) To understand what kind of legal issues can be thrown up during built an advertising campaign up.

Methodology: Input by the teacher, exercises, case studies. Written exam. Aim: to be able to use judicial knowledge as a tool in order to take decissions in front of managerial issues.

Teaching tools: E-learning. Cases. Fascicule. Course support

Assessments:

Group continuous assessment 30%

Individual continuous assessment 30%

Individual final exam - Written exam 40%

Skills:

BACH GK 01 - To know the main concepts of socio-economic and legal aspects of the organizational environment

BACH GK 01.03 - Use the main concepts of business law and ensure that rules are followed

[More information](#)

[SUMMARY](#)

Management Control

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: POCHON Eric

Pre-requisites: Neither

Description: Discovery of management control. Several themes are discussed and accompanied by exercises: - The presentation of management control in general, of the actors (who are the management controllers?) And of the users (a major part of the company's stakeholders). - Theme 1: Costs (direct, indirect, fixed, variable, etc.), - Theme 2: The notion of margin, - Theme 3: The notion of budget.

Course of 8 face-to-face sessions (24 hours) and one shared session (asynchronous / synchronous) which will be carried out remotely. Session 1: Discovery of management control and actors + theme 1 on costs + exercises Session 2: Theme 1 on costs + exercises Session 3: Theme 2 on the margin + exercises Session 4: Theme 2 on the margin + exercises + Prepare to the midterm exam Session 5: Theme 2 on the margin + exercises Session 6: Theme 3 on the budget + exercises Session 7: Theme 3 on the budget + exercises Session 8: Revision session for the final partial and finalization : The less advanced students can redo exercises and the more advanced students can do additional exercises (of a higher level of difficulty, in order to improve) Session 9: Shared session (Link between artificial intelligence and Management Control)

Learning objectives: Understand the added value of management control in business (in carrying out projects, budgets, etc.) Have basic knowledge, but necessary, in cost calculation (various nature of costs, calculation of margin, break-even point, etc.)

Methodology: 3 hours face-to-face course: - Questions about the previous lesson, - Course (in slide form, article) - Exercises: to be done individually + correction

Teaching tools: Manual. Cases. Course support

Pedagogical methods: Case studies. Researches

Assessments:

Individual continuous assessment - Individual oral presentation 15%

Individual midterm assessment 35%

Individual final exam - Written exam 50%

Skills:

BACH GK 03 - To know the main financial tools

BACH GK 03.03 - Apply the basic tools of management accounting

[More information](#)

[SUMMARY](#)

Products and Services

Time volume (in hour): 27 **ECTS:** 4 **Semester:** Autumn

Module's Manager: BARDEY Aurore

Pre-requisites: Knowledge of Marketing theory and framework

Description: This course aims to provide the theoretical elements and decision-making tools regarding products and services. The learning outcomes are: (1) Discovering the theories and tools related to product and service analysis, (2) Understanding the fundamental concepts behind the notions of products and services, (3) Understanding product and service range and depth design and selection. (4) Being able to select and use the relevant analysis tools.

SESSION 1 - Module introduction & assessments - Product marketing (1/2) - Students' groups creation
SESSION 2 - Product marketing (2/2) - Group: find your brand + start Sustainable Marketing report
SESSION 3 - Product Presentation - Groups 1 & 2 - Services marketing - Work on Sustainable Marketing report
SESSION 4 - Product Presentation - Groups 3 & 4 - SWOT / PESTEL - Work on Sustainable Marketing report
SESSION 5 - Product Presentation - Groups 5 & 6 - Ansoff - Work on Sustainable Marketing report
SESSION 6 Capsule session (asynchronous – online)
SESSION 7 - Product Presentation - Group 7 - Porter/McKinsey - Work on Sustainable Marketing report
SESSION 8 ASSESSMENT 2: Quiz Finalise the Sustainable Marketing file -> Send the file (Assessment 3 report to your professor) at the end of session 8.
SESSION 9 ASSESSMENT 3: Oral presentation– Sustainable Marketing report

Learning objectives:

Methodology:

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

Pedagogical methods: Seminars. Case studies. Researches. Discussion groups. Projects. Oral presentations. Debates. Teach

Assessments:

Individual continuous assessment - Individual oral presentation 30%

Individual continuous assessment - Individual executive summary 35%

Individual continuous assessment - Quiz 35%

[More information](#)

[SUMMARY](#)

Public speaking and eloquence

Time volume (in hour): 21 **ECTS:** 2 **Semester:** Autumn

Module's Manager: MONTAGNER Eleonora

Pre-requisites: None

Description: Eloquence is the art of good speech, of persuading through speech. Being eloquent implies mastering rhetoric and its subtleties, being the latter the tool of eloquence, the discipline that prepares for the practice of this art, by learning to compose speeches appropriate to their purposes. The eloquence module will be organized, on the one hand, around the acquisition of the basic elements of rhetoric and, on the other hand, around the implementation of these skills through the practice of eloquence.

The course is organized around 11 sessions, both theoretical and practical, which will focus on: 1. Introduction to the basic elements of rhetoric through the history of rhetoric (inventio, dispositio, elocutio, actio; the types of speeches, the key elements of persuasion: ethos pathos logos; argumentation ad rem/ad hominem); 2. The discourse: targeting the objective; managing the ideation and organization of the contents of the discourse; the style; to know the audience; 3. Putting the speech into action: mastering the parts of the speech, identifying the different types of arguments; the modalities and characteristics of the different types of interaction (face-to-face, presentation to a PPP audience, meeting, debate, conference, motivational speech, etc.); respecting time and public attention constraints; anticipating objections; answering sensitive questions. 4. Non-verbal aspects of oral communication. We will focus on the vocal techniques; the facial expressions and the body language; the management of oral stress; the use of silence.

Learning objectives: The main objective of the course is to improve the quality and effectiveness of students' oral communication through the study, analysis and especially the practice of the elements that contribute to the success of communication. In particular, this course aims to develop in the student: - The Knowledge and the understanding of key elements of rhetoric, the communication techniques, the eloquence principles and public speaking; - The ability to use this knowledge to successfully expand its communicative impact also professionally in terms of public speaking

Methodology:

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

Pedagogical methods: Critical analysis. Case studies. Oral presentations

Assessments:

Individual continuous assessment - Individual oral presentation 60%

Individual continuous assessment - Quiz 40%

Skills:

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

BACH GS 01.04 - To be able to communicate orally

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

[More information](#)

[SUMMARY](#)

BACH 2 Business English S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: N/A

Description: CONSOLIDATION OF SKILLS: The S3 course is designed to help students develop & consolidate communication and different Business language skills. Multicultural Working environment, student well-being, internships & students' feedback (informal speaking)

Each class, a mix of activities: - Building business vocabulary - Reading business-related materials - learning, drilling and applying grammar (based on needs) - practicing speaking in conversations with peers - improving oral comprehension skills (listening exercises) - writing tasks Homework: - assignments from teachers - Global exam self-study (free choice)

Learning objectives: Students will be able: - to improve informal speaking - to follow oral information given and formulate questions of interest to further the exchange (participation) - to communicate efficiently and professionally - to build up business vocabulary and oral comprehension skills -to improve grammar

Methodology: Blended learning: face-to-face classes with Microsoft Teams assignments via Forms, Kahoot vocabulary quizzes, recorded speaking via Flipgrid, etc + online self-study (an online language platform, Global Exam + tailor-made coaching via Microsoft Teams based on students' needs & online tracking

Teaching tools: CD - Support Audio. DVD - Video support. Course support. E-learning
Pedagogical methods: Case studies. Discussion groups. Oral presentations. Simulations. Internet. Games. Free discussion around a theme

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 40%

Individual continuous assessment 30%

[More information](#)

[SUMMARY](#)

BACH 2 Deutsch S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Kenntnisse der deutschen Sprache, der deutschen Grammatik und Kenntnisse des allgemeinen Vokabulars und Kenntnisse der vorherigen Semester.

Description: Handel und Verhandeln

Kontaktaufnahme mit Kunden Auftragsabwicklung: Angebot und Bestellung
Allgemeine Geschäftsbedingungen mündliches Verhandeln

Learning objectives: LG3 GK/GS-7.2 Put into practice international knowhow and skills
Der Lernfortschritt hängt vom Niveau der Gruppe ab.

Methodology: Dieses Modul umfasst 11 Kurse von je 2 Std. Jeder Kurs umfasst :
Einführung des Vokabulars mit Hilfe von Hörtexten, Videos, Texten. Weiterführende
Diskussionen, Rollenspiele, Präsentationen Bei Bedarf : Wiederholung der
grammatischen Strukturen

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

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual final exam 30%

[More information](#)

[SUMMARY](#)

BACH 2 Espanol S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Description: Este curso ha sido diseñado para que el alumno aprenda rápidamente el vocabulario específico del español referido al mundo de la empresa mientras desarrolla todas las destrezas del idioma español. El propósito principal de este curso es enseñar a los estudiantes de Español como se desarrollan los negocios del mundo hispano y ayudarles a localizar la información y los recursos necesarios para completar sus conocimientos específicos en gestión de empresas. Los estudiantes perfeccionarán destrezas en lengua española para comunicarse efectivamente con clientes y colegas y estudiarán las particularidades del sistema económico y comercial del mundo hispano.

Conceptos y definición de "Empresa" en español. 2. El empresario y su espíritu emprendedor. 3. Creación de una empresa. 4. Tipos de empresa y organigrama. 5. Objetivos de una empresa y análisis DAFO. 5. El plan de empresa o plan estratégico, conocer las principales etapas y partes del plan estratégico en español. Revisión de la formación y utilización del futuro y condicional. 7. El mercado Latinoamericano. 8. Las nuevas tecnologías. 9. La responsabilidad empresarial. 10. El financiamiento de la empresa. Las cuentas anuales.

Learning objectives: Put into practice international knowhow and skills

Methodology: Método de español por "tema" que comprende una serie de herramientas diversas y de mecanismos audio-orales, audio-videos y a partir de textos de carácter comercial, económico, de administración, etc., referido al Mundo de la Empresa.

Teaching tools: CD - Support Audio. E-learning. Manual. Cases. Periodical. Data base. Course support

Pedagogical methods: Case studies. Discussion groups. Oral presentations. Debates. Internet. Free discussion around a theme

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 30%

Individual continuous assessment 35%

[More information](#)

[SUMMARY](#)

BACH 2 Français S3

Time volume (in hour): 13.5 **ECTS:** 1 **Semester:** Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: Test de niveau avant Sept avec Global Exam qui permettra de définir le niveau

Description: Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel.

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/bilangues 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/bilangues 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. E-learning. DVD - Video support. Course support
Pedagogical methods: Oral presentations. Debates. Internet. Games. Free discussion around a theme. Simulations. Teach

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 35%

Individual continuous assessment 35%

[More information](#)

[SUMMARY](#)

BACH 2 Italiano S3

Time volume (in hour): 60 **ECTS:** 1 **Semester:** Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Buona conoscenza della lingua italiana: la grammatica italiana e la conoscenza del vocabolario generale e professionale

Description: Corso indirizzato ad allievi iscritti al primo semestre del secondo anno Bachelor che possiedono un livello d'italiano intermedio/avanzato. Il corso si rivolge a studenti che intendano consolidare le basi del linguaggio degli affari e del commercio e le conoscenze culturali necessarie per un'interazione efficace nel contesto lavorativo delle aziende italiane (si affrontano anche temi attuali riguardo il rapporto impresa-mercato come: la nascita in Italia di nuovi imprenditori stranieri, il mercato alimentato da una nuova domanda, quella degli immigrati, ecc.).

Il corso si basa sullo studio dell'azienda, il nucleo fondamentale delle economie di sempre. La struttura del corso è stata creata appositamente per fornire una panoramica esauriente delle principali aree funzionali dell'interazione commerciale.

Learning objectives: LG3 GK/GS-07.1 Understand and communicate in foreign languages Fornire gli strumenti fondamentali della lingua e del vocabolario che permettono una buona comunicazione. Preparazione test di livello CECRL.

Methodology: Metodo di italiano che comprende una serie di strumenti e di supporti audio, video, testi commerciali, economici, riferiti alla al mondo dell'impresa e del mercato italiani.

Teaching tools: CD - Support Audio. E-learning. Cases. Periodical. Data base. Fascicule. Course support

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

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

[More information](#)

[SUMMARY](#)

SEMESTER 2

Artificial Intelligence in Business (IS)

Time volume (in hour): 12 **ECTS:** 2 **Semester:** Spring

Module's Manager: PETANI Fabio James

Pre-requisites: None

Description: This is an introductory course to the field of Artificial Intelligence (AI) and its application in business. It adopts both a technological and managerial perspective to unravel the concept of AI and explain how contemporary organizations adopt AI-based systems and technologies to transform the way they do business. While the technological perspective explores the technical foundations and the basics for developing AI-driven systems and technologies, the managerial perspective looks at how the adoption and implementation of AI and its associated cutting edge technologies impacts the management operations of various types of firms and organizations. This course aims at equipping students with the necessary skills for assessing the strategic value for AI adoption and implementation to solve prevailing business problems and improve the functioning of firms. The overall goal of this course is to conceptualize an AI-driven business strategy for a firm that aims at investing in AI-associated structures and yield the benefits of this powerful technology.

Learning objectives: Combining both the technological and managerial perspectives, at the end of the course, students will be able to: - Understand the fundamental notions of AI and its associated technologies. - Assess the different ways AI-driven systems and technologies impact and transform firms and organizations and the way they do business. - Understand the implementation process of various types of AI systems and technologies within firms and organizations. - Identify the strategic value behind AI adoption and implementation within an organization. - Conceptualize a business strategy for AI adoption and implementation within a public or private organization.

Methodology: This module relies on a variety of pedagogical tools and methods. The teaching is interactive and is based on active learning methods. Students are encouraged to take an active participation in class through taking the initiative and look forward for the acquired knowledge. Various active tools including case studies and active assignments are employed to help students in the active learning process. The lecturer uses presentations, illustrations, and complementary tools in delivering the lectures to facilitate the acquisition of knowledge by students.

Teaching tools: Cases. Course support

Assessments:

Individual continuous assessment - Quiz 60%

Group final exam - Collective oral presentation 40%

Skills:

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

BACH GK 05.05 - Anticipate the impact of Artificial Intelligence on business activities

[More information](#)

[SUMMARY](#)

B To B Sales Methods

Time volume (in hour): 24 **ECTS:** 4 **Semester:** Spring

Module's Manager: BONESCU Mihaela

Pre-requisites: Courses B2C Sales methods (Bachelor 1)

Description: This course studies the B to B sales process and the methodology of commercial negotiation.

The steps in the B to B sales process including prospecting/qualifying, discovery, negotiating, answering objections, and closing the sale.

Learning objectives: Understand the sales process in B to B context, step by step, and apply a structured and consistent sales method Acquire a professional behaviour and progress in mastering verbal and non-verbal communication BACH GK 04 - To know the main commercial and marketing tools BACH GK 04.01 - To now the main concepts and tools of negotiation and how to use them

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods: Case studies. Simulations

Assessments:

Individual continuous assessment - Oral participation 50%

Individual continuous assessment - Simulation game 50%

Skills:

BACH GK 04 - To know the main commercial and marketing tools

BACH GK 04.01 - Use the fundamental concepts and tools of negociation

BACH GK 04.05 - Express oneself orally to develop a commercial argument

[More information](#)

[SUMMARY](#)

Bach Art et culture

Time volume (in hour): 24 **Total student workload:** 24 **ECTS:** 3 **Semester:** Spring

Module's Manager: KLEIN Jean-Yves

Pre-requisites: aucun

Description: A travers ces deux thématiques, vous découvrirez le pouvoir d'attractivité des activités culturelles pour une ville ou une région. Vous découvrirez également les multiples interactions du secteur culturel avec les entreprises engagées dans une démarche d'ancrage de leurs activités économiques au coeur de la cité.

Learning objectives:

Methodology: cours introductifs par des professionnels des sujets abordés.

Teaching tools: Course support

Pedagogical methods: Case studies

Assessments:

Individual final exam - Quiz 70%

Group final exam - Collective oral presentation 30%

[More information](#)

Digital communication (IS)

Time volume (in hour): 18 **ECTS:** 3 **Semester:** Spring

Module's Manager: GALVES-ORJOL Aurore

Pre-requisites: None

Description: Practices and formats of communication (personal, professional, mediatized) experience an extraordinary enrichment thanks to the possibilities of socio-digital devices. New technologies and above all social networks determine the restructuring of organizations as well as the reconfiguration of traditional and recent professional identities. The content of the Digital Communication module targets emerging technologies and prepares the student for the creation of communication strategies, the design of multimedia campaigns and the creation of a digital identity. This course examines the different aspects of existing and emerging social media and the relationship with corporate communication. It discusses the dynamics of effective communications and online public relations management. This module explores how engaging Internet content is essential to engaging visitors and stimulating their behavior. It discusses the appropriate styles for B2B and B2C websites and blogs. Content formats include videos, infographics, contests and surveys. Finally, he also focuses on how to conceive and develop online advertising campaigns. The course content is organized around the following themes: S1. Introduction and Digital Communications Strategy Bloc 1 - OWNED : S2. Web Présence and Websites S3. Content marketing / Brand content S4. Personal Branding Bloc 2 - EARNED : S5. Social Networks and Community management S6. Influence and Affiliation S7. E-Public Relations PAID : S8. Online Advertising Campaigns

Learning objectives: - Understand the main strategies for digital communication. - Ability to apply the main digital communication tools to the case studies. - Know how to develop a digital communication plan.

Methodology: Active pedagogy, students make the class guided by the lecturer

Teaching tools: E-learning. Manual. Cases

Pedagogical methods: Case studies. Discussion groups. Internet

Assessments:

Group continuous assessment - Collective dossier 50%

Individual continuous assessment - Quiz 25%

Individual continuous assessment - Individual case study 25%

Skills:

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

BACH GK 05.02 - Use digital tools to collaborate internally and externally

[More information](#)

[SUMMARY](#)

Distribution

Time volume (in hour): 12 **ECTS:** 2 **Semester:** Spring

Module's Manager: DUNCAN Allen Scott

Pre-requisites: None

Description: Knowledge of Distribution.

The breakdown of the different aspects of distribution focusing on lectures, case studies and presentations.

Learning objectives: To understand the place of distribution in the global marketing management strategy. To enable the students to assess and evaluate the role of distribution in the marketing mix.

Methodology: Method of combining teaching presentations, exchanges, and active research from students.

Teaching tools: E-learning. Cases. Course support

Pedagogical methods: Case studies. Researches. Discussion groups. Projects. Oral presentations

Assessments:

Individual continuous assessment - Quiz 50%

Group continuous assessment - Collective dossier 40%

Individual continuous assessment 10%

[More information](#)

[SUMMARY](#)

Ecological transition

Time volume (in hour): 12 **ECTS:** 2 **Semester:** Spring

Module's Manager: NOISETTE Bruno

Pre-requisites: None

Description:

The Ecological Transition module aims to provide students with the knowledge base needed to understand the challenges of the ecological crisis, and to give meaning to subsequent courses on managing the ecological transition of organizations and the economic system. This module encompasses both theoretical knowledge of how the planetary system works (physical sciences, biology, climate) and practical know-how (developing critical thinking skills, analyzing complexity, forward-looking thinking). The aim of this learning process is to enable students to take the most appropriate action, based on this understanding of the context and the issues at stake.

Learning objectives:

1. Describe the urgent need to act on environmental, social and societal issues, taking into account their systemic dimension
2. Explain the impact of lifestyles and production methods on climate and biodiversity; identify opportunities for action
3. Imagine new economic models, drawing on inspiring examples

Methodology:

Balance between collective learning (group work and debates at each session) and memorization of key concepts and figures

Teaching tools: Cas. Support de cours

Pedagogical methods: Problem and opportunity identification workshops. Focus groups. Simulations. Internet. Games. Free discussion around a theme

Assessments:

- Contrôle individuel continu - Quiz 10%
- Contrôle individuel final – Quiz 55%
- Contrôle collectif continu - Synthèse collective 15%
- Contrôle collectif continu - Présentation orale collective 20%

[More information](#)

[SUMMARY](#)

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](#)

[SUMMARY](#)

Human resource practices (IS)

Time volume (in hour): 24 **ECTS:** 3 **Semester:** Spring

Module's Manager: MONIER Hélène

Pre-requisites: /

Description: Title : 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%

Skills:

BACH GK 02 - To know the main concepts of entrepreneurship and strategic analysis

BACH GK 02.03 - Analyse human resources management practices

[More information](#)

Innovative & Sustainable Entrepreneurship

Time volume (in hour): 24 **ECTS:** 3 **Semester:** Spring

Module's Manager: TAVAKOLI Mohsen

Pre-requisites: None

Description: This fundamental course intends to allow students to discover how different theories developed in the entrepreneurship field of research influence and get influenced by entrepreneurial activities. More specifically, this course tries to demonstrate how entrepreneurs mobilise sustainable business models to innovate and address social and environmental challenges we're facing nowadays. This practice oriented & experiential module is beneficial for students who want to develop entrepreneurial projects, those who want to develop their entrepreneurial mindset and those who plan to take over existing businesses.

Learning objectives: On successful completion of the course, students - Learn how to work with a business plan, as a roadmap. - Get to develop competencies allowing them to deal with problem they're facing in their daily lives. - Know different perceptions of entrepreneurship: entrepreneurship as a job or a mindset? - Gain understanding of practical aspects of theoretical frameworks: make connection between them.

Methodology:

Teaching tools: Cases. Course support

Pedagogical methods: Workshops for identifying problems and opportunities. Critical analysis. Case studies. Researches. Discussion groups. Projects. Oral presentations. Debates. Interviews. Inquiries. Free discussion around a theme

Assessments:

Individual continuous assessment - Oral participation 10%

Individual final exam - Quiz 20%

Group continuous assessment - Collective oral presentation 40%

Individual continuous assessment - Individual executive summary 30%

Skills:

BACH GK 02 - To know the main concepts of entrepreneurship and strategic analysis

BACH GK 02.04 - Anticipate the impact of ecological transformation on business activities

[More information](#)

[SUMMARY](#)

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. Others. Course support

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

Assessments:

Individual continuous assessment 30%

Group continuous assessment 30%

Individual continuous assessment 40%

[More information](#)

[SUMMARY](#)

Introduction to Corporate Finance

Time volume (in hour): 24 **ECTS:** 4 **Semester:** Spring

Module's Manager: LE BAIL Jean Berenger

Pre-requisites: none

Description: Introduction to the main financial tools necessary for project valuation, financing issues, and financial analysis.

An introduction to Corporate Finance, dealing with 3 main topics: 1. Fundamental Financial Tools Discounting/Capitalization/interest rates & borrowings, valuation of shares & bonds ... 2. Value and Project analysis (investment tools & projects) Cash Flows from an investment project, Valuation tools... 3. Financial Analysis Introduction to a company's profitability analysis (economic & financial return)

Learning objectives: BACH GK 03.02 Connaitre les principaux concepts et outils de la finance d'entreprise et savoir les utiliser

Methodology: Teaching language: English

Teaching tools: E-learning. Manual. Course support

Pedagogical methods: Case studies. Oral presentations. Diagnostics

Assessments:

Individual continuous assessment - Written exam 40%

Individual final exam - Written exam 60%

Skills:

BACH GK 03 - To know the main financial tools

BACH GK 03.02 - Apply the main tools of corporate finance

[More information](#)

Introduction to Wine Industry

Time volume (in hour): 24 **ECTS:** 3 **Semester:** Spring

Module's Manager: SEILLY Hugo

Pre-requisites: None

Description:

Introduction To Wine Industry. Viticulture and winemaking.

Wine Tasting and Evaluation. Marketing and Distribution in the Wine Industry

Cultural and Social Dimensions of Wine

Future Trends in the Wine Industry

Design a wine for Gen Z

Learning objectives:

The module is aimed at providing students with insights into the specificity of the wine industry, in particular :

1. Provide an overview of the global wine industry.
2. Explore key elements of viticulture, winemaking, and wine business practices.
3. Introduce students to the cultural, economic, and social significance of wine.
4. Develop practical knowledge through interactive and participative activities.

Methodology:

Group presentation: Design a wine for Gen Z based on the concept analysed in class (50% final grade)

Individual project: write a report on the movie (50% final grade)

[More information](#)

[SUMMARY](#)

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](#)

Web Module

Time volume (in hour): 24 **ECTS:** 3 **Semester:** Spring

Module's Manager: DUARTE Magalie

Pre-requisites: None

Description: This training module aims to popularise the concepts related to the Web. It first covers the fundamentals of the Web and digital culture, and then allows you to and then allows you to understand the basic notions of website programming. of a website. Participants will develop their knowledge of the web, discover different programming languages programming languages and learn about databases. databases. In a second step, they will see how to set up a hosting and referencing strategy. hosting and a referencing strategy. At the end of this training, participants will be able to create a website, to reference it and to and put it online.

Web & digital Culture 1- INTRODUCTION : Introduction to the course, methodology, history of the Internet and networks, technical of the Internet revolution, the different programming languages. 1- DISCOVERY OF HTML PROGRAMMING : The structure of a web page, syntactic structure of HTML tags, programming logic programming, first site with notepad, discovery of the inspector, parsing and rendering process of a web page. 2- THE BASICS OF CREATING A WEB PAGE : Physical structure of a website, principles of CSS, creation of a file CSS, creating a remote CSS file, creating a navigation menu. 3- STRUCTURING A PAGE LAYOUT : The general principles of graphic structure (zoning), use of the DIV tag, understanding of the DISPLAY property, structuring tags of a complete page, introduction to the GRID value for the DISPLAY property. 4- ADVANCED PAGE LAYOUT: GRID Functional definition of GRID, complete terminology and concrete use of the of the system. 5- COMPLETE HTML TAGS REMINDER Review of all the html tags, 1st level tags, header tags, text structuring tags, list tags, table tags, form tags, section tags tags, section tags, generic tags. 1- CREATING ADAPTABLE WEB INTERFACES The different types of terminals, RWD and Mobile First design approach, content/content separation, difference between Web design and Mobile design. 2- MEDIAQUERIES Adapting CSS to the characteristics of the terminal, conditional rules (orientation, device-width...). Additional visual rendering settings (Viewport). 3- THE BOOTSTRAP FRAMEWORK Presentation and use of Bootstrap. 1- DISCOVERING THE WORDPRESS CMS : The different types of use, basic functionalities of WordPress, discovery of the dashboard, installation of WordPress dashboard, installation of WordPress on a local server, configuration, writing and publishing your first article. 2- INTERACTION WITH DATABASES: Introduction to algorithms, general principles of databases, presentation of PhpMyAdmin, creation of a MySQL database and a user, practice with WordPress. RESPONSIVE DESIGN & MOBILE FIRST WORDPRESS & DATABASES 1- HOSTING ON A REMOTE SERVER : Finding a host, registering a domain name, FTP notions and workshops FTP, uploading your website, optimising security with SSL certificates 2- SEO STRATEGY AND ANALYTICS : HOSTING & REFERENCING Strategic stakes of SEO in the company, technical optimizations of a website, choice of website, choice of keywords and semantic analysis, web writing and SEO constraints SEO, Netlinking, SEO performance analysis tools, introduction to Google Analytics.

Learning objectives: Discover the basic notions of the Web & Digital culture Learn about programming logic Create your first website in HTML Learn about CSS and

[SUMMARY](#)

Responsive Design Discover the possibilities of BootStrap Understand the mechanics of databases Practical workshop on WordPress Discover how to host your website Learn about SEO and analytics

Methodology:

Teaching tools: E-learning. Cases. Data base

Pedagogical methods: Case studies. Projects. Internet

Assessments:

Individual continuous assessment - Individual dossier 51%

Group continuous assessment - Collective dossier 49%

[More information](#)

EA Final Report

ECTS: 8 **Semester:** Spring

Description:

The final report is a thematic research and analysis about one topic in relation with the academic disciplines that have been studied in the Bachelor programme at Burgundy School of Business. The final thesis is considered as a conclusion to the bachelor cursus in marketing, management, and international business. It must be carried out with relevant academic references and examples of companies' experiences.

Stage / Internship Bach 2

Time volume (in hour): 420 **ECTS:** 6 **Semester:** Spring

Module's Manager: BERTIN Delphine

Pre-requisites: None

Description: Stage en entreprise d'une durée d'au moins 12 semaines (en France ou à l'Etranger). Effectuer une mission dans une entreprise : Savoir mobiliser des connaissances dans sa pratique professionnelle et savoir positionner son action. Réaliser en entreprise une mission précise ou occuper un poste, ce qui exclut les stages d'observation ou de découverte. Internship/Work Placement 12 weeks minimum (in France or abroad). Carry out a mission in a company: To be able to apply knowledge in a professional framework and to position one's action within an organization. Students are therefore asked to carry out an internship/work placement with a specific assignment or to have a defined post, which excludes company discovery/observation internships/work placements.

Voir la Notice Stage dans l'Intranet du Groupe ESC Dijon Bourgogne See Internship/Work Placement Guidelines in Burgundy School of Business Intranet

Learning objectives: 4 niveaux d'objectifs d'apprentissage : - Apprendre à négocier dans une mission et en tirer une expérience valorisable dans un CV, - Utiliser les connaissances acquises en cours dans le cadre d'une situation professionnelle et développer les compétences correspondantes, - Favoriser la prise d'initiative et le sens des responsabilités, - Savoir positionner la mission et les actions dans l'environnement et la stratégie de l'entreprise, notamment en référence aux politiques commerciales, marketing et de communication. Il est donc demandé aux élèves de réaliser en entreprise une mission précise ou d'occuper un poste, ce qui exclut les stages d'observation ou de découverte. 4 levels of learning goals: - to learn to negotiate as part of an assignment and to gain valuable experience which can be added to a CV, - to put into practice knowledge in a professional setting and to develop skills, - to encourage taking initiatives and developing the feel for responsibilities, - to be able to apply knowledge in a professional framework, to position one's action within an organization, especially regarding commercial, marketing and communications policies. Students are therefore asked to carry out a work placement with a specific assignment or to have a defined post, which excludes company discovery/observation work placements.

Methodology: Avant la période de stage, Ateliers de préparation au stage : conseil pour la recherche d'une entreprise ; information sur le processus d'enregistrement et de validation du stage. Pendant la durée du stage, Coaching par un tuteur Ecole. Pour plus d'information, voir la Notice Stage. Before the internship, Information meetings: advice for company researching; information about administrative process and assessment conditions. During the internship, Coaching by a tutor. For further information, see Internship/Work Placement Guidelines.

Assessments:

Individual final exam - Individual executive summary 100%

Skills:

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

BACH GS 01.08 - Identify professional and academic information resources and the diffusion channels of dissemination in relation to the professional situation

BACH GS 02 - To have a professional behaviour

[More information](#)

[SUMMARY](#)

Business English S4

Time volume (in hour): 12 **ECTS:** 1 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Pre-requisites: N/A

Description: TRANSFER OF SKILLS: The S4 course is designed to help students develop communication and listening comprehension skills in order to build professional relationships and interact effectively, to put into practice international knowhow and skills in the multicultural working environment (speaking to convince).

Each class, a mix of activities: - building business vocabulary - reading business-related materials - learning, drilling and applying grammar (based on needs) - practicing speaking in conversations with peers - improving oral comprehension skills (listening exercises) - written tasks Homework: - assignments from teachers - Global exam self-study

Learning objectives: Students will be able: - to improve speaking skills (speaking to convince) - to follow oral information given and formulate questions of interest to further the exchange (oral comprehension) - to communicate efficiently and professionally - to build up business vocabulary and oral comprehension skills - to improve grammar - to identify major elements and take effective notes

Methodology: Blended learning: face-to-face classes with Microsoft Teams assignments via Forms, Kahoot vocabulary quizzes, recorded speaking via Flipgrid, etc + online self-study (an online language platform, Global Exam) + tailor-made coaching via Microsoft Teams based on students' needs & online tracking. Case studies Teaching tools: CD - Support Audio. DVD - Video support. Course support. E-learning Pedagogical methods: Discussion groups. Oral presentations. Free discussion around a theme. Internet. Games

Assessments:

Individual continuous assessment 30%

Individual continuous assessment 30%

Individual continuous assessment - Written exam 40%

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](#)

[SUMMARY](#)

BACH 2 Deutsch S4

Time volume (in hour): 12 **ECTS:** 1 **Semester:** Spring

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Kenntnisse der deutschen Sprache, der deutschen Grammatik und Kenntnisse des allgemeinen Vokabulars und Kenntnisse der vorherigen Semester.

Description: Handel und Verhandeln

Kontaktaufnahme mit Kunden Auftragsabwicklung: Angebot und Bestellung
Allgemeine Geschäftsbedingungen mündliches Verhandeln

Learning objectives: LG3 GK/GS-7.2 Put into practice international knowhow and skills
Der Lernfortschritt hängt vom Niveau der Gruppe ab.

Methodology: Dieses Modul umfasst 9 Kurse von je 2 Std. Jeder Kurs umfasst :
Einführung des Vokabulars mit Hilfe von Hörtexten, Videos, Texten. Weiterführende
Diskussionen, Rollenspiele, Präsentationen Bei Bedarf : Wiederholung der
grammatischen Strukturen

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

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual continuous assessment - Quiz 30%

Skills:

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

BACH GK 08.02 - To know how to communicate in a second foreign language in a
professional situation

[More information](#)

BACH 2 Espanol S4

Time volume (in hour): 12 **ECTS:** 1 **Semester:** Spring

Module's Manager: POUX-MOINE Sandra

Pre-requisites: -

Description: Los alumnos realizarán actividades relacionadas con el Comercio Internacional. Aprenderán a desarrollar reflejos lingüísticos en español para llevar a cabo una negociación.

Todos los temas relacionados con la negociación y contenidos en el syllabus.

Learning objectives: Desarrollar las competencias del Marco CECRL como la expresión oral y, escrita así como la comprensión oral y comprensión escrita

Methodology:

Teaching tools: CD - Support Audio. E-learning. Cases. Periodical. Fascicule

Pedagogical methods: Case studies. Discussion groups. Oral presentations. Debates. Internet. Free discussion around a theme

Assessments:

Individual continuous assessment - Oral participation 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

Skills:

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

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

[More information](#)

[SUMMARY](#)

BACH 2 Français S4

Time volume (in hour): 12 **ECTS:** 1 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Pre-requisites: Test de niveau avant Janvier avec Global Exam qui permettra de définir le niveau

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/bilangues 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/bilangues 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. E-learning. DVD - Video support. Course support

Pedagogical methods: Oral presentations. Debates. Internet. Games. Free discussion around a theme. Simulations. Teach

Assessments:

Individual continuous assessment 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

Skills:

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

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

[More information](#)

[SUMMARY](#)

BACH 2 Italiano S4

Time volume (in hour): 12 **ECTS:** 1 **Semester:** Spring

Module's Manager: POUX-MOINE Sandra

Pre-requisites: La conoscenza della lingua italiana; la grammatica italiana e la conoscenza del vocabolario acquisito durante il semestre precedente.

Description: Corso indirizzato agli studenti iscritti al secondo anno Bachelor. Durante le lezioni vengono affrontati temi relativi al mondo del commercio e degli affari e in Italia. Vengono inoltre analizzati temi inerenti all'impresa italiana e alla sua unicità (come ad es. i distretti industriali).

Grande rilevanza ha durante lo svolgimento di questo corso la lettura e scrittura di lettere, fax, e-mail commerciali e di altre tipologie di scrittura tipiche del contesto aziendale. Durante le lezioni sarà dedicato molto spazio all'abilità di ascolto e alla comunicazione orale, sia sviluppando, in tutte le componenti l'italiano commerciale al telefono, sia affrontando in maniera sistematica aspetti della comunicazione orale determinati da situazioni particolari del contesto commerciale: ad esempio fare presentazioni orali, negoziare...

Learning objectives: LG3 GK/GS-07.1 Understand and communicate in foreign languages Fornire gli strumenti fondamentali della lingua e del vocabolario che permettono una buona comunicazione.

Methodology: La metodologia utilizzata è principalmente la comunicazione basata sulle quattro competenze principali (comprensione orale, comprensione scritta, espressione scritta e orale), senza dimenticare la grammatica, fondamentale per l'apprendimento della lingua.

Teaching tools: CD - Support Audio. Cases. Periodical. Data base. Fascicule. Course support

Pedagogical methods: Discussion groups. Oral presentations. Internet. Free discussion around a theme

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual continuous assessment 30%

Skills:

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

BACH GK 08.02 - To know how to communicate in a second foreign language in a professional situation

[More information](#)

[SUMMARY](#)