COURSE CATALOGUE

2024-2025 Catalogue
Bachelor 2 S4 (English track)

SUMMARY :

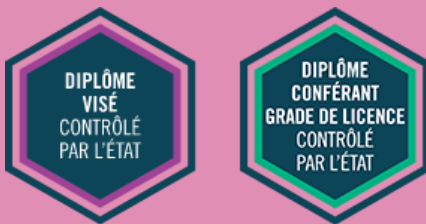# BACHELOR PRESENTATION
BURGUNDY SCHOOL OF BUSINESS

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.

Semestre 4	Heures modules	Crédits ECTS
Distribution	12	2
Purchasing	12	2
B to B sales methods	24	4
Introduction to Corporate Finance	24	4
Art & Culture	24	3
Web module		
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	X	8
TOTAL S4	**258**	**46**

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

CORE COURSES

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.

Artificial Intelligence in Business (IS)

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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 - Written exam 50%

Group final exam - Collective oral presentation 50%

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

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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](#)

Art and Culture

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

Module's Manager: KLEIN Jean-Yves

Pre-requisites: none

Description: Through these two themes, you will discover the power of attractiveness of cultural activities for a city or a region. You will also discover the multiple interactions of the cultural sector with companies engaged in a process of anchoring their economic activities in the heart of the city.

Methodology: introductory courses by professionals on the topics covered.

Teaching tools: Course support

Pedagogical methods: Case studies

Assessments:

Individual final exam - Quiz 100%

[More information](#)

[SUMMARY](#)

Digital communication (IS)

🇬🇧

Time volume (in hour): 24   **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:

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

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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 combing 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 50%

[More information](#)

French culture and society S2

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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 emplyment, 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 ressource practices (IS)

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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](#)

[SUMMARY](#)

Innovative & Sustainable Entrepreneurship

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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.

[More information](#)

Intercultural Management and Communication S2

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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 mangement, 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](#)

Introduction to Corporate Finance

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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](#)

Management challenge (IS)

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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](#)

Purchasing

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

Module's Manager: BARDEY Aurore

Pre-requisites: Marketing Basics

Description: Introduction to purchasing and the tools and concepts related to this function in the organization.

Quality and Purchasing Quantity and Purchasing Just-in-Time Purchasing Supplier Selection and Purchasing Procedures Ordering Procedures and Pricing Purchasing Ethics Follow-up Procedures

Learning objectives: Discover the moments and tools related to purchasing, both as an organization and as a technical subject Understand the fundamental concepts behind elements such as "make or buy" choices Understand the concepts of quality and logistics management Being able to select and use the appropriate tools

Methodology: Lectures and Cases

Teaching tools: E-learning. Cases. Course support

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

Assessments:

Individual continuous assessment - Quiz 40%

Individual continuous assessment - Individual case study 60%

[More information](#)

Web Module

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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 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 50%

Group continuous assessment - Collective dossier 50%

[More information](#)

[SUMMARY](#)

LANGUAGES MODULES

BACH 2 Business English S4

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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 MicrosoftTeams 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](#)

BACH 2 Chinois S4

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

Module's Manager: GRUNZIG Ina

Pre-requisites: Connaissances de base

Description: LG3 GK/GS-7.2 Put into practice international knowhow and skills

Voir calendrier

Learning objectives: Chinois d'affaire et courant

Methodology: débats ; exposés ; discussions

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

Pedagogical methods: Oral presentations. Debates

Assessments:

Individual continuous assessment - Individual oral presentation 35%

Individual continuous assessment 35%

Individual continuous assessment - Written exam 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 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

Pedagogical methods:

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

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](#)

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](#)