



COURSE CATALOGUE

2024-2025 Bachelor 3
Semester 6
English track – Lyon Campus

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BACHELOR PRESENTATION

BURGUNDY SCHOOL OF BUSINESS



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

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

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

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

A RECOGNISED DIPLOMA IN FRANCE AND ABROAD



BSB TRIPLE ACCREDITED



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.

[SUMMARY](#)

SEMESTER 6

- **Classic courses offered :**

Foreign language : Français / Management challenge S4 (IS) / Human Resources Practices (ECH) / International Issues (ECH)/ Intercultural management et Communication S2 / French Culture & society S2

- **Specialisation :**

International Sustainable Management

Exchange students are advised to follow all modules to obtain 30 ECTS.

Semester 6		Hours	ECTS Credits
Foreign language 2 S6 : Français S6		15	2
Management challenge (IS)		12	2
Intercultural Management and Communication S2		21	4
French culture & society S2		21	4
International issues (ECH)		18	3
Human Resources practises (ECH)		18	3
Specialization			
International Sustainable Management (Lyon)	ISM : Global value chain management	36	4
	ISM : Financial and Non-financial Performance Evaluation	24	2
	ISM : Global Sustainability Communication	30	3
	ISM : Management of Local and Global stakeholders	30	3
Total S6			30

French culture and society S2

Time volume (in hour): 21 **ECTS:** 4 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Pre-requisites: None

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

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

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

Methodology: An interactive class: - lectures and discussions - guided tours - reflective writing (a diary) - role plays As interactive as possible

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

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

Assessments:

Individual continuous assessment 50%

Individual continuous assessment 50%

[More information](#)

Human resource practices (ECH)

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

Module's Manager: MONIER H  l  ne

Pre-requisites: Aucun

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](#)

Intercultural Management and Communication S2

Time volume (in hour): 21 **ECTS:** 4 **Semester:** Spring

Module's Manager: TALPAIN Iryna

Pre-requisites: None

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

Each class: lectures, discussions, critical incidents, role plays, case studies, group communication via Teams, mini-tests & assignments via Forms A group project followed by a group presentation (e.g. a FlipGrid video) Topics: Culture shock, values and heroes, discrimination, cultural differences and communication in Management, Inclusive language, critical incidents in management, Diversity and how to manage it, etc

Learning objectives: To facilitate social integration of foreign students at BSB through a better understanding of the cultural differences between France and their home countries To increase awareness of differences among business people (values, customs, traditions, etc.) from other cultures to pave the way for successful intercultural management and communication To respect other cultures within an international context To make students more communicative in a foreign culture and team building To learn how to lead global organizations with a diversity of profiles To show the importance of inclusive language

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

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

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

Assessments:

Individual continuous assessment 30%

Group continuous assessment 30%

Individual continuous assessment 40%

[More information](#)

International issues (ECH)

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

Module's Manager: DITTER Jean-Guillaume

Pre-requisites: NA

Description: This course provides an overview of the major themes and issues within the field of geopolitics, allowing students to develop a broad understanding of the subject matter and its practical implications in the contemporary business world. Course objectives Develop an understanding of the concept of geopolitics, including its historical context, theoretical frameworks, and practical applications. Analyze and evaluate the complex interactions between geography, politics, and international relations in shaping geopolitical dynamics at the global, regional, and national levels.

Session 1 – Introduction: Definition of geopolitics, historical context, and theoretical frameworks Session 2 – Post-Brexit EU: Consequences of the United Kingdom's decision to leave the EU, including its impact on European integration and global alliances. Session 3 – The Ukraine crisis: Factors contributing to the conflict between Ukraine and Russia, including territorial disputes, energy interests, and geopolitical rivalries Session 4 – Global China: China's political and economic presence worldwide, current implications Session 5 – The USA: Domestic evolution and global presence, relationships with China Session 6 – The Indo-Pacific region: Strategic importance, power rivalries, and emerging alliances in the Indo-Pacific region

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

Methodology:

Teaching tools: E-learning. Cases. Course support

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

Assessments:

Group continuous assessment - Collective case study 40%

Individual continuous assessment 60%

[More information](#)

Management challenge (IS)

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

Module's Manager: AJDUKOVIC Ivan

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

Description: Online business simulation

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

Learning objectives: Understand how a company works Understand relations between different dimensions of the same company Identify how competitors can affect your firm's performances Improve ability to take decisions Enhance teamwork and leadership Improve general skills 2, 3 and 4

Methodology: 4 sessions of 3h

Teaching tools: Manual

Pedagogical methods: Simulations. Internet. Competition

Assessments:

Group continuous assessment - Simulation game 35%

Group final exam - Collective dossier 15%

Individual final exam - Individual executive summary 50%

Skills:

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

BACH GK 05.03 - Use decision-making tools

BACH GS 02 - To have a professional behaviour

[More information](#)

ISM : Financial and Non-financial Performance Evaluation

Time volume (in hour): 24 **ECTS:** 2 **Semester:** Spring

Module's Manager: NOISETTE Bruno

Pre-requisites: None

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

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

Methodology:

Teaching tools: Course support

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

Assessments:

Group continuous assessment 40%

Individual continuous assessment 60%

[More information](#)

ISM : Global Sustainability Communication

Time volume (in hour): 30 **ECTS:** 3 **Semester:** Spring

Module's Manager: NOISETTE Bruno

Pre-requisites: None

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

Methodology:

Teaching tools: Course support

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

Assessments:

Group continuous assessment - Collective case study 40%

Individual continuous assessment - Individual case study 60%

[More information](#)

ISM : Global value chain management

Time volume (in hour): 36 **ECTS:** 4 **Semester:** Spring

Module's Manager: NOISETTE Bruno

Pre-requisites: Transition écologique

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

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

Methodology:

Teaching tools: Cases. Others. Course support

Pedagogical methods: Case studies. Oral presentations. Debates

Assessments:

Individual continuous assessment - Quiz 20%

Individual continuous assessment - Individual oral presentation 15%

Group continuous assessment - Collective case study 40%

Individual continuous assessment - Individual case study 25%

[More information](#)

ISM : Management of Local and Global stakeholders

Time volume (in hour): 27 **ECTS:** 3 **Semester:** Spring

Module's Manager: NOISETTE Bruno

Pre-requisites: None

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

Assessments:

Group continuous assessment 40%

Individual continuous assessment 60%

[More information](#)

BACH 3 Français S6

Time volume (in hour): 15 **ECTS:** 2 **Semester:** Spring

Module's Manager: TALPAIN Iryna

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

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

Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien. (+ Global Exam DELF A1-A2) Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel. (+ Global Exam DELF B1-B2) Level 3 (= natifs/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. DVD - Video support. Course support

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

Assessments:

Individual continuous assessment 100%

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](#)