

## Université Savoie Mont Blanc

### Regular University Courses in English



## Study in English, and improve your French

Although Université Savoie Mont Blanc offers a very wide range of Bachelor and Master courses taught in French, we have developed “**study in ENGLISH and improve your French**” semesters, offering **academic study in English** in some of our university’s key specialist areas. These are component parts of Bachelor and/or Master Degrees which we now teach in English, completed by credit-bearing courses in French as a foreign language, enabling incoming foreign students to complete their academic disciplinary studies in English whilst improving their knowledge of French language expression and contemporary French society and culture.

Within this context, incoming ISEP students can choose to take the full program offerings presented below, or limit their choice to certain courses. They can also add on another course in French language and/or contemporary society where available. Students should note that, while courses are offered in English, students should have a working knowledge of the French language in order to navigate daily life in small-town France. ISEP recommends at least 2 semesters of French or an A2 French language level.

As with our ISEP Exchange offerings taught in French or our ISEP Direct semesters, a full program of organized social, cultural and sporting activities is also proposed, to make an ISEP stay a real “experience of a lifetime”.

Please see below for course lists and descriptions for the various English programs on offer. Students should pay particular attention to the semester offered as well as the campus location.

## BUSINESS ADMINISTRATION & MANAGEMENT

Level of education:

L1	L2	L3	M1	M2
BACHELOR			MASTER	

General prerequisites:

- Basic concepts of Marketing and Management,
- B1 level in English at least; B2 level recommended.

Location: Chambéry (Bourget du Lac)

Duration:

- On average **10 hours** weekly of direct classroom contact,
- From early September to late December.

Presentation:

During this semester, students will attend a variety of undergraduate business courses in English:

- Sales Management and Negotiation (5 ECTS)
- E-commerce and E-marketing (4 ECTS)
- Intercultural Management (4 ECTS)
- Business Communication (4 ECTS)
- International Business (4 ECTS)
- European Institutional Environment and Topical Issues (4 ECTS)
- Group Project (5 ECTS)

Other information:

The teaching team includes permanent Faculty members, professionals and visiting professors.

You will share your classes with French students and other international students.

The IUT (University Institute of Technology) is medium-sized and student centered, meaning teachers will be available and will get to know you quickly in a friendly atmosphere.

Detailed list of courses:

### SALES MANAGEMENT AND NEGOTIATION

Course description / Learning Outcomes:

- Managing customer relationship
- Understanding the theory and processes of negotiation as it is practised in a variety of settings

Program:

- Business negotiation in national and international contexts: environment, different approaches and techniques
- Sales force management
- CRM: its objectives, organization and tools

Course organization:

- 40,5 hours of teaching

- 25 hours of personal work

*Assessment:*

- 50% Final Exam (written)
- 25% x 2 Continuous assessments

*Number of ECTS:* 5

## E-COMMERCE AND E-MARKETING

*Course description / Learning Outcomes:*

- Understanding the E-marketing context: business models, role of strategic planning, legal issues
- Using Internet technologies for marketing purposes

*Program:*

- Technological, ethical and legal issues of Internet use
- CRM strategies using Internet technologies
- Marketing mix adaptation to the digital environment

*Course organization:*

- 25,5 hours of teaching
- 15 hours of personal work

*Assessment:*

- 2/3 Final Exam (written)
- 1/3 Continuous assessment

*Number of ECTS:* 4

## INTERCULTURAL MANAGEMENT

*Course description / Learning Outcomes:*

- Understanding and dealing with issues related to international and cross-cultural management

*Program:*

- Developing multi-cultural teams
- Dealing with cross-cultural conflicts
- Managing international customer relation
- Doing business with USA & UK, Eastern Europe, emerging countries

*Course organization:*

- 27 hours of teaching
- 15 hours of personal work

*Assessment:*

- 50% Final Exam (Viva voce)
- 50% Continuous assessment

*Number of ECTS:* 4

## BUSINESS COMMUNICATION

*Course description / Learning Outcomes:*

- Using Business English as a real and efficient communication tool while developing interpersonal communication abilities and managerial skills within the company

*Program:*

- Business Interpersonal Communication Skills (Greeting/negotiating/ presenting figures...)
- Business Writing Essentials (Effective business writing/correspondence level 3/writing formal/informal memos, reports, letters of complaints...)
- Business Cases (write/role play/analyze)
- International business styles

*Course organization:*

- 27 hours of teaching
- 15 hours of personal work

*Assessment:*

- 50% Final Exam (Viva voce)
- 50% Continuous assessment

*Number of ECTS:* 4

## INTERNATIONAL BUSINESS

*Course description / Learning Outcomes:*

- Understanding general trends and using the main techniques of International Business.

*Program:*

- Introduction to International Business: environment and main trends
- International development strategies
- Country risk management

*Course organization:*

- 27 hours of teaching
- 15 hours of personal work

*Assessment:*

- 2/3 Final Exam (Written)
- 1/3 Continuous Assessment

*Number of ECTS:* 4

## EUROPEAN INSTITUTIONAL ENVIRONMENT AND TOPICAL ISSUES

*Course description / Learning Outcomes:*

- Understanding European historical background (20th century – present)
- Understanding institutional and cultural notions of the European Union
- Understanding institutional and cultural notions of France
- Expressing ideas and concepts about current French and European topical issues

*Program:*

- Geographical and historical landmarks of the European Union and France
- Introduction to political institutions
- Press reviews
- Oral presentation by each student on topical issues
- The course will encourage debates and students oral expression, avoiding lecture-type classes

*Course organization:*

- 25,5 hours of teaching
- 15 hours of personal work

*Assessment:*

- 33% Final Quiz
- 33% Final Exam (Viva voce)
- 33% Press Review

*Number of ECTS:* 4

## GROUP PROJECT

*Course description / Learning Outcomes:*

- Being able to manage a team project in an international environment

*Program:*

- Applying the concepts studied during the semester
- Focusing on a particular topic related to international environment
- Studying trips organized by the International semester coordinator
- Discovering French and European business environment
- Oral project presentation

*Course organization:*

- 15 hours of teaching
- 50 hours of personal work

*Assessment*

- 100% Final Exam (Viva voce)

*Number of ECTS: 5*

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## INTERNATIONAL INDUSTRIAL & BUSINESS MANAGEMENT (IIBM)

L1	L2	L3	M1	M2
BACHELOR			MASTER	

**General prerequisites:**

- Good level of English
- Open-minded, especially as regards learning from and adapting to other cultures,
- 2 years of Higher Education studies from a scientific, technical or business course.

**Location:** ■ Ancecy

**Duration:**

A one-semester Program (autumn only); from early September until late December

**Presentation:**

*Objectives:*

- Offer international students the opportunity to develop their skills in industrial and business management in one of the most economically-active regions in France;
- Train students by providing them with an international experience both inside and outside of the classroom via company visits and a group project based on a company's real needs.
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*Course content:* 10 modules (3 ECTS each)

- Business & Intercultural Communication
- International Issues in Management
- Export Management

- Strategic Innovation Management
- Managing and Monitoring Projects
- Management and Improvement using Quality
- Supply Chain Management
- Business Information Systems
- French Language and Culture
- Group Project

#### Other information:

All courses in English;

The “group project” will involve a set of specifications given by one of our partner companies;

The students will participate in company visits organized in close partnership with the university’s “Club des Entreprises” as well as existing contacts with professionals from a variety of sectors of activity.

#### Detailed list of courses:

### BUSINESS & INTERCULTURAL COMMUNICATION

#### *Educational aims:*

- Raise students’ awareness about the ways of working and interacting with people from different cultures in a professional context using a blend of workshops, case studies and problem-solving skills.

#### *Learning outcomes:*

On completion of the module, the student is expected to be able to:

- Identify the challenges involved in working in an international professional environment.
- Apply the tools to manage conflicts/misunderstandings due to cultural differences.
- Participate actively in organizing a professional project in an international context.
- Lead a project taking intercultural issues into account.

#### *Assumed prerequisites:*

- Some experience of working with other nationalities would be an advantage.

#### *Assessment Method(s) (including percentage breakdown and duration of exams):*

- Oral presentations: 50%
- Participation in class: 50%

*Number of ECTS: 3*

### INTERNATIONAL ISSUES IN MANAGEMENT

#### *Educational Aims:*

- This module aims to enable the student to acquire a structured overview of international management in order to understand the key issues of each business function as well as to prepare relevant decisions.

#### *Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Embrace both the complexity and unity of international management.
- Master and analyse the key factors to develop a policy for each business function.
- Identify reliable sources and obtain useful data.
- Prepare relevant decisions.
- Set appropriate and effective operational processes.

#### *Assumed prerequisites:*

- The student should have a basic knowledge of management, organization structure, marketing, finance, and international environment.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- 1 two-hour written exam : 50%
- 1 business case + 1 group oral presentation : 50%

*Number of ECTS: 3*

## EXPORT MANAGEMENT

*Educational Aims:*

- This module aims to enable the student to acquire an awareness of the activities of companies in their international business development and an understanding of strategic business models and their practical application in different international contexts, as well as developing appropriate strategies to manage a customer portfolio.
- Students will have the opportunity to develop their skills on a range of techniques that will allow them to understand the complexity of relationship management.

*Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Demonstrate an understanding of the link between export capability and export opportunity, and market selection.
- Outline a step-by-step approach to identify, screen and select export markets.
- Identify cross-cultural issues that influence export strategy planning and implementation.
- Map and analyse customer relationships.
- Formulate a monitoring plan for customer satisfaction and customer defections.
- Evaluate different options for business development and various techniques to generate customer loyalty in an international context.

*Assumed prerequisites:*

- Some knowledge of basic marketing planning concepts and know how to interpret them.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- 1 two-hour written exam: 50%
- 1 group oral presentation: 50%

*Number of ECTS: 3*

## STRATEGIC INNOVATION MANAGEMENT

*Educational Aims:*

- This module aims to enable students to understand the main issues of the management of innovation and to appreciate the relevant skills needed to manage innovation at both strategic and operational levels. The management of innovation is one of the most important and challenging aspects of modern organization. Innovation is a fundamental driver of competitiveness and it plays a large part in improving quality of life. Given this, it is essential that students understand the strategies, tools and techniques for managing innovation, which often requires a different set of management knowledge and skills from those employed in everyday business administration.

*Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Understand the definitions and concepts of innovation, invention and research and development.
- Explore main models of innovation.
- Identify opportunities and possibilities for competitive advantage through innovation.
- Utilize innovation management tools to map and measure innovative activities.
- Understand how to capture value from innovation.
- Understand how to nurture innovative capacity in the firm and how to build a creative organization.

- Assess the benefits of collaboration for innovation.

*Assumed prerequisites:*

- The student should have some knowledge of business administration and management tools.
- Basic knowledge of innovation and strategy would be an advantage.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- 1 two-hour written exam: 50%
- 1 group oral presentation: 50%

*Number of ECTS: 3*

## MANAGING AND MONITORING PROJECTS

*Educational Aims:*

- The goal of this module is to enable students to identify and describe main processes with the relevant tools & techniques to conduct projects.

*Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Develop a project management plan.
- Communicate around a project.
- Manage stakeholders.
- Develop the project schedule.
- Create the cost management plan.
- Create the risk register.

*Assumed prerequisites:*

- A general overview of project management would be an asset to handle the in-depth analysis of the most common processes used in project management that will be covered in this module.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- Two-hour exam: 50%
- Practical case assignment: 50%

*Number of ECTS: 3*

## MANAGEMENT AND IMPROVEMENT USING QUALITY

*Educational Aims:*

- This module aims to enable the student to identify and describe the processes and the objectives of a Quality Management system as well as participate in its construction and improve the processes.

*Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Make the personnel aware and accompany them in activities linked to quality (approach, processes, procedures, tools...).
- Know how to map a process.
- Use continuous improvement methods.
- Analyze the company's quality management system (current state, approach and deployment, possible improvements and future objectives).

*Assumed prerequisites:*

- The student should have some knowledge of different quality standards and know how to interpret them.
- Basic knowledge of company organization would be an advantage.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- 1-hour written exam: 20%
- 1 group work (process approach): 40%

- 1 group work (quality tools): 20%
- 1 company analysis report: 20%

Number of ECTS: 3

## SUPPLY CHAIN MANAGEMENT

*Educational Aims:*

- This module aims to enable the student to understand the cross-functional integration in a supply chain, the strategy, the planning, the operation and the extension of logistics.

*Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Understand the global supply chain of a company.
- Identify key features and stakes of a given supply chain.
- Drive a procurement strategy.
- Propose and implement solutions for supply chain performance.

*Assumed prerequisites:*

- The student should have some knowledge about Materials and Operations Management.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- 1-hour written exam: 50%
- Project: 50%

Number of ECTS: 3

## BUSINESS INFORMATION SYSTEMS

*Educational Aims:*

- This module aims to enable the student to use and customize an ERP system (manufacturing modules) as well as generate business analytics (dashboards & reports) from this system.

*Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Use some ERP manufacturing modules (Odoo v8)
- Customize the process and features of manufacturing modules (Odoo v8)
- Configure supply chain routes (Odoo v8)
- Create reports and dashboards on manufacturing data with Microsoft Excel (pivot tables) and Powerpivot
- Apply skills to new requirements (new company)

*Assumed prerequisites:*

- The student should have some knowledge of manufacturing principles (manufacturing order, MRP, etc.).
- Basic knowledge of Microsoft Excel would be an advantage.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- 1 two-hour practice exam: 50%
- 1 group report: 50%

Number of ECTS: 3

## FRENCH LANGUAGE AND CULTURE

*Educational Aims:*

- Université Savoie Mont Blanc has 3 locations. This module will be organized on the Annecy site so as to include all the other international students present in the different faculties during the autumn semester. The students will be offered the possibility of following one French language and culture course, depending on the knowledge the student has already acquired. Which course the student

attends (levels A1, A2, B1 or B2: Common European Framework for Languages) will depend upon the student's knowledge of the French language.

*Learning Outcomes:*

On completion of the appropriate module, the student is expected to be able to:

- Communicate better in French language;
- Have a better understanding of the way French society works in everyday life;
- Explain the specific values that underpin French society.

*Assumed prerequisites:*

- It will depend on the student's knowledge.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- To be determined

*Number of ECTS: 3*

## GROUP PROJECT

*Educational Aims:*

- The student works in a group project that aims at solving a specific managerial or business issue for an industrial company.
- This module aims to enable the student to solve effective managerial problems by using relevant study methods and techniques, and to report on steps and the results of the study.

*Learning Outcomes:*

On completion of the module, the student is expected to be able to:

- Have & build a general personal culture about industrial business issues.
- Know how to lead a research study to solve managerial problems.
- Construct and implement a study research plan.
- Make managerial recommendations.
- Create a professional written report & a convincing oral presentation to report on the conduct of and the results of a study.
- Work as part of a team on a project.

*Assumed prerequisites:*

- The student should have some knowledge of problem-solving and experience of working in teams.

*Assessment Method(s) (including percentage breakdown and duration of exams):*

- 1 group written report: 50%
- 1 group oral presentation: 50%

*Number of ECTS: 3*

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## INTERNATIONAL SALES SPECIALISTS IN SPORTS

Level of education:

L1	L2	L3	M1	M2
BACHELOR			MASTER	

General prerequisites:

- Students of all nationalities with 2 years of university level studies
- For those who have an inclination for sales, operational marketing and sports industry, with an international vision

Location: ■ Anancy

Dates : Fall semester (early September – late December)

Presentation:

Objectives:

- To train future international sales representatives and managers to master applied sales techniques in the outdoor sports industry and to be capable of working in an international environment. The curriculum will provide a solid understanding of sales and operational marketing techniques for the sports markets.

*In terms of job prospects:*

- Sales representatives
- Regional manager, Shop manager
- Head of international sales, export manager, foreign brand agent

*Course content:*

All courses are taught in English.

- The international sport market, sustainable development in the sport industry
- Sport marketing, Sports and consumer behavior, international distribution channels, customer relationship management
- International business techniques, sales and negotiation techniques
- Human resources & team management, Intercultural management
- Products & product innovation, supply chain management
- Second language, employability, project management
- Professional conferences, company visits, and trade fairs. Visits of the main Trade Fairs are planned: ISPO, Performances Days, Sportgear sourcing days, Sport Achat...

*Group project and internship :*

- Throughout the year, each student will participate in a group project aimed at solving a specific marketing or sales issue for a sports company
- A 4 – 6-month internship will take place in an outdoor sports industry company in France or abroad

*Partnerships:*

- This program was built with professionals of the Sports Industry: The Outdoor Sports Valley (OSV) is an association of more than 200 companies working in the outdoor sports and leisure industry, located next to Annecy (Eider, Fusalp, Lafuma, Patagonia Europe, Salomon, Scott Sports France, The North Face France, Columbia, Julbo, TSL Outdoor, Vuarnet...).

- Most of the lessons are provided by marketing and sales managers of the sports industry or sport Specialists consultants.
- Visits of the main Trade Fairs are planned: ISPO, Performances Days...

#### Duration:

NB the full program lasts over a full year, but ISEP students can only take the Fall semester.

- A one-year International Program (6 months of direct classroom contact + a 4 to 6 month internship). Term starts early September.

#### Detailed list of courses:

##### UNDERSTAND NEEDS AND CONTEXT

- Sport industry culture (15h – 2 ECTS): learning about the history and present in the Sports Industry, its main players, groups and brand leaders. Analyzing strategies and identifying powerful symbols.
- Sustainable development in the sports industry (15h – 2 ECTS): integrating sustainable development into the sports industry. Understanding the basis of the approach. Analysing proposed solutions in relevant and critical ways. Reacting to changing rules. Bringing proposals forward and making coherent choices and arguments.
- Sports markets (12h – 2 ECTS): learning about the competitive environment of most important sports markets
- Sport industry marketing (30h – 3 ECTS): providing a basic but robust understanding of marketing in the sports industry.

##### COMMERCIALIZATION PROCESSES

- Product Design & technical tools (20h – 2 ECTS): Learning to use Photoshop and Indesign software, to realize a communication tool. Understanding some key factors of a new product design process
- Consumer behavior and market studies (20h – 2 ECTS): being able to understand, explain and predict the behavior of the consumer of sport products and practices. Being able to undertake a market studies
- Sport goods distribution (30h – 3 ECTS): provide an overview of various forms of distribution and intermediaries in the sports industry.
- International trade (24h – 2 ECTS): know the main techniques due to transportation of goods around the world.
- Sales techniques and negotiations in an international environment (24h – 2 ECTS): being able to negotiate
- Operational marketing (20h – 2 ECTS): provide students with an extensive knowledge of operational marketing strategy & tools.

##### MANAGEMENT AND COMMUNICATION

- Intercultural management (20h – 2 ECTS): Raise students' awareness about the ways of working and interacting with people from different cultures in a professional context
- Project Management (16h - 2 ECTS): discover the different phases of products launch and the role of marketing in the initiative. Understanding basics of project management.
- Business strategy (14h - 2 ECTS): from diagnosis to business plan implementation how to set-up and run a successful growth policy?
- Languages (20h - 2 ECTS): Spanish, German, French, Chinese or Japanese

- Professional Integration (10h): learning how to draft a resume/CV and a cover letter. Using modern communications tools (web, social networks ...). Learning how to present oneself in a job interview. Knowing more about yourself through personality and skills tests.

### CONSULTING PROJECT

- Consulting project (6 ECTS). This project involves groups of three students each. It runs from October to the end of February, for one or two days a week. The student groups will work for a company or organization that will establish the assignment to complete. This assignment might take various forms, such as a market study, event organization, sponsoring, prospecting, merchandising, or product launch, among others.

### SALES PROCESSES MANAGEMENT

- Serious game (21h – 2 ECTS)
- Conferences, trade shows and company visits (20h – 1 ECTS)
- Digital marketing & sales (25h - 2 ECTS) : To learn the basics of using Digital Marketing in the Sales process. To know possible applications in the Sports Industry
- Supply chain management (16h - 2 ECTS): learn the processes and issues specific to sales planning, supply planning and inventory management. Know industrial processes and logistic flows to better understand all parameters influencing product costs.
- Negotiations simulations (12h - 1 ECTS)
- CRM and database management (18h - 2 ECTS): being able to define the customer relationship management process. Understand how to optimize the current and future value of customers for the company.
- HRM and sales team management (16h - 2 ECTS) : acquiring basis in Human Resources Management in order to be able to manage a team: Recruiting, Talent Management, Team Management, Team Coaching and Mentoring

### PROFESSIONAL EXPERIENCE

- Internship (12 ECTS). The internship lasts at least 16 weeks and take place between March and June (or August), within a sports industry company. This internship is not about discovering what a company is or simple training. It should lead to the realization of a marketing or sales assignment.

*For further information, please contact:*

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## INTERNATIONAL SEMESTER IN MANAGEMENT

Level of education: open to Bachelor or Master ISEP students

L1	L2	L3	M1	M2
BACHELOR			MASTER	

### General prerequisites:

- Concepts of Marketing and Management,
- Good proficiency in English required
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Location: ■ Annecy

### Duration:

Fall semester only (starting late August, see below French as a Foreign language - Ending Dec 16th) Courses will be delivered by blocks of one week, every two weeks.

### Presentation:

Course list 2016-2017:

- Economic analysis
- Human resource management
- Information system
- International project management
- Marketing management
- Marketing research
- Negotiation techniques
- French as a Foreign language

### Detailed list of courses:

## ECONOMIC ANALYSIS

Course overview and aims:

- The aim of this course is to give students the economic tools needed to understand and analyse the world from an economic point of view.
- By using theories from various areas of economics (microeconomics, macroeconomics, labour economics, growth), the course searches to explain topical economic issues like unemployment, growth slowing-down, economic crisis, poverty, population migration, competition, energy shortage etc...

Pre requisites:

- none but curiosity

Plan / Course content:

- In the first stage of the course, the students read or watch the lecture content.
- In a second stage, the students come to class to work on problems in an interactive and collaborative setting. At this stage, the teacher also makes sure that the content is well understood, and completes it.
- Finally, students write a report in groups on a subject linked to the lecture content.

*Learning outcomes:*

- Knowing how to use economic theories to analyse a topical and concrete issue
- Presenting and writing a note on an economic issue
- *Number of ECTS:* 5

## HUMAN RESOURCE MANAGEMENT

*Course overview and aims:*

- Organizations today face many challenges in the management of their human resources. Whether employees work in a big company or a small non-for-profit organization, those employees must be recruited, selected, trained and managed. They also must be compensated and many will be given benefits of some type.
- This course focuses on the core competencies, as identified by the leading HR associations, which are essential for current or future managers and staff specialists who wish to increase their effectiveness working directly with human resources in all types of organizations. The course introduces to intermediate concepts of human resources management.

*Pre requisite:*

- Basics in management and organizational behaviour

*Plan /Course content:*

1- Managing the work-force

- recruitment, selection, and retention practices
- compensation regulations designed to assure economic security and standards in the work environment
- managing at-will employees, evaluating performance, employee development
- equal employment opportunities, different forms of employment discrimination and harassment, discipline and/or termination of difficult employees

2- Building the workplace

- promoting a safe, secure, harmonious, and productive work environment
- developing and supporting self and group motivation process
- minimizing psychological risks and occupational hazards
- well-being at work

Emergent issues in HR policies: managing new technologies, digital native's generation management, and new forms of work organization...

For each concept, the theory will be complemented with practical examples. The course is structured on class sessions, individual and team works.

*Learning outcomes:*

At the end of the course, students are able to:

- develop a clear and meaningful understanding of human resource management theory, functions and practices;
- understand and defend the role and value of strategic human resource management in the success of modern organizations;
- apply human resource management concepts and skills across a variety of contexts, situations and incidents and showcase their skills practically across case-studies.

*Number of ECTS:* 5

## INFORMATION SYSTEM

*Course overview and aims:*

- The aim of the ICT-Enabled Organisations course is to provide students with a grounded exploration of the fundamental role of technology in enabling commercial and industrial organisations to meet the challenges of the dynamic, globalised, post-industrial environment. The course builds on the foundation concepts and prior knowledge of organisational culture and structure, data management, the value chain, business stakeholders and the national and global marketplace. The course emphasises the new skills, visions, management innovations and paradigms that companies adopt in order to gain competitive advantage. The course deals with Information System as a key enabler of business strategies and processes.
- the influence of the IT revolution on the modern information economy;
- IS for supporting business activities and enterprise strategy;
- achieving flexible organisations through restructuring and outsourcing parts of the value chain;
- the use of technology in distance working and virtual teams;
- online relationship marketing and customer relationship management;
- management of the supply chain;
- supply chain partnerships using Electronic Data Interchange;
- disintermediation of the value chain using disruptive technology.

*Number of ECTS:* 5

## INTERNATIONAL PROJECT MANAGEMENT

*Course overview and aims:*

- Project management has been proven to be the most effective method of delivering products within cost, schedule, and resource constraints. This course gives students the skills to ensure projects are completed on time and on budget while giving the user the product they expect. The students are given a strong knowledge of the basics of project management and should be able to use that knowledge effectively.
- The course goals are:
  - to acquire an understanding of the key terms, definitions, and concepts used in project management;
  - to know history of project management and organizational implementation;
  - to understand how implement effective project management practices: scope, schedule, budget and risks planning.
- At the end of the course students are able to identify and manage the project scope, build a work breakdown structure, schedule the project, create the project budget, define and allocate resources, create a project plan to manage the project development, and identify and manage risks.

*Pre requisites:*

- Basics of management and human resource management

*Plan / Course content:*

- Topics on scope: Introduction, key terms and definition, history of project management, context and environment, general process, scope management, time management, costs management, risk management, human resources in project management (NB: Out of scope: cultural differences and agility).
- Course Chapters:
  - Standards of PM (PMI, IPMA, PRINCE 2...) / introduction
  - Fundamentals / key terms and definition
  - history of project management
  - context and environment / organizational structure
  - Actors
  - General Process of project management

- Project plan / scope management / Work breakdown Structure
- Scheduling : Pert Diagram, sequencing, critical path, resources allocation
- Budget development : estimation methods, economic model, cost control methods
- Risk management
- For each concept, the theory will be complemented with practical examples. The course is structured on class sessions, individual and team works. Tutorials on WBS / scheduling / cost control and risk management. Case studies and/or project manager interviews are proposed.

*Learning outcomes:*

- Basic culture of project management history
- Implementing a project into an organization
- Defining the scope and deliverables of a project
- Scheduling a project
- Controlling a project

*Number of ECTS:* 5

## MARKETING MANAGEMENT

*Course overview and aims:*

- One of the leading challenges facing many organisations is how to ensure their activities are customer focused. In fact, it is the role of marketing manager who has authority to develop and implement marketing strategy and plans. The marketing manager is responsible for deciding what products to sell, to whom, for what price, where, when and how.  
The course of Marketing Management is designed to provide knowledge, tools and techniques to develop such abilities. The programme of Marketing Management ensures an immersion in the core principles and concepts of marketing process and operational marketing. The course will provide an introduction to the basic aspects of marketing management and a broad range of topics will be considered during the session (refer the course content).
- The course goals are:
  - to acquire an understanding of the key terms, definitions, and concepts used in marketing management;
  - to acquire a marketing strategy "toolbox";
  - to be able to communicate and defend marketing recommendations.

*Pre requisites:*

- Basics of marketing

*Plan / Course content:*

The course introduces to the main concepts of strategic and operational marketing:

- Strategic marketing planning, marketing plan, positioning strategies, brand management, international marketing;
- Product strategies (management of the product life cycle, new product development, packaging...);
- Pricing strategies (price adaptation, yield management...);
- Distribution strategies (channel design, retailing mix...);
- Promotional strategies (designing a communication campaign, selection of communication, models of persuasion...).

For each concept, the theory will be complemented with practical examples. The course is structured on class sessions, individual and team works.

*Learning outcomes:*

- Understand the role of marketing as a value creation process in business strategy;
- Provide the skills to manage strategic planning and marketing process to generate maximum customer value;
- Enable to know the basic tools of operational marketing (product, price, place and promotion);
- Apply marketing management principles and concepts in a variety of contexts;

- Enable to generate and to communicate professional, logical and coherent report on marketing strategies, marketing plan and marketing process.

Number of ECTS: 5

## MARKETING RESEARCH

*Course overview and aims:*

- Designing a clever and efficient research project according to the research objectives and available resources.
- Reporting the results of the study to support marketing decisions makers.
- Understanding the tools (software) and the techniques (like sampling, statistics), needed for properly conducting research projects.

*Pre requisites:*

- Basics of marketing and statistics (Bachelor level in Economics and management)

*Plan / Course content:*

1. From the research questions to the structure of the questionnaire (or interview guide)
2. Questionnaire design and writing
3. The different modes of data collection, with a focus on digital surveys
4. Sampling issues and techniques
5. Data management: sample correction, change of statistical unit, data cleaning and recoding
6. Descriptive data analysis
7. Bi-variate data analysis and related statistical tests
8. Textual data analysis
9. An overview of multivariate data analysis
10. Report design and presentation of results

The students conduct a real study from A to Z and learn how to use a survey software at the various stages of the project.

*Learning outcomes:*

- Questionnaire design
- Survey dissemination
- Analysis and reporting of survey responses
- Survey software (Sphinx)

Number of ECTS: 5

## NEGOTIATION TECHNIQUES

*Course overview and aims:*

- This course gives an introduction to some of the key mechanisms that characterise negotiations with a particular focus on the relationship between negotiation behaviour, dynamics and outcome. Students will learn in a practical environment using role plays and other interactive methods to gain a realistic knowledge of the skills involved in negotiating effectively. Each student will be expected to actively participate and demonstrate that they understand the subject matter and are able to offer adequate solutions to different negotiating scenarios.

*Pre requisites:*

- Basics of sales and marketing

*Plan / Course content:*

Students have to:

- Learn key concepts and perspectives in negotiation theory.
- Understand how negotiation parties reason when they decide whether to negotiate or not and when they decide strategies and tactics in the negotiations process.
- Be able to describe different types of negotiation dynamics.

- Be familiar with key determinants of individual and collective gains in the outcome of negotiation – and how they are linked to negotiation parties’ choice of strategies and tactics.
- Know how to assess negotiation outcomes and be able to identify main causes of negotiation success and failure.

*Learning outcomes:*

- Planning and Analysis (assessment of situations and people)
- Adaptability (to changing environments and circumstances)
- Flexibility (reacting quickly to new information)
- Cultural Awareness (being more aware of self and others and likely responses under pressure)

*Number of ECTS: 5*

## FRENCH AS A FOREIGN LANGUAGE

**Intensive course:**

- A one week intensive course is organised before the start of the semester (end Aug – start Sept).
- International students from Université Savoie Mont Blanc will learn together and have sport and social activities.
- Four levels of proficiency: A1 - A2 - B1 - B2

*Number of ECTS: 3*

**Semester course:**

- During the semester (mid Sep - Dec), courses of French language will be delivered in the late afternoon for the international students of the campus.
- Four levels of proficiency: A1 - A2 - B1 - B2

*Number of ECTS: 3*



## INTERNATIONAL TOURISM MANAGEMENT

**Level of education:** Open to Master students. However, Undergraduates with prior knowledge of Tourism and Management may choose up to 10 ECTS.

L1	L2	L3	M1	M2
BACHELOR			MASTER	

**General prerequisites:** prior knowledge of Tourism and Management. Good mastery of English (minimum B2 level)

**Location:** ■ Chambéry (Jacob-Bellecombette campus)

**Presentation:**

An English-taught pathway in the CITHEME departments Master in Tourism, mixing local and foreign exchange students. Emphasis on interactive teaching, industry links. Focus on the management and marketing skills applied to a variety of sectors in the tourism industry.

**Duration:**

**Term:** Spring: late January to mid-April

**Other information:**

Dates include exam period.

**Tuition fees:**

None for ISEP students

**Detailed list of courses:**

**Brand Management**

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 20 hours contact*

*Number of ECTS: 2*

**Digital Strategy**

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 20 hours contact*

*Number of ECTS: 2*

**Experiential Marketing and Event Management**

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 20 hours contact*

*Number of ECTS: 4*

**ITM Online Management game**

*Course overview and aims: This tourism-hospitality “management game” leads students to apply their knowledge of management skills in order to optimize a tourism/hospitality development project.*

*Pre requisites: knowledge of tourism and management*

*Plan / Course content: This tourism/hospitality management “game” is run over February and March online. Participants are teams of students from several universities located in Europe, leading to a secondary focus on establishing international students links. The activity requires decision making in such fields as finance, HRM, marketing and publicity, strategic development, etc. Feedback is provided at each stage.*

*Number of ECTS: 2*

### English research project

*Course overview and aims: conduct a research project in a tourism/hospitality subject of the student’s choice, aimed at developing knowledge, industry links, and research methodology skills.*

*Pre requisites: knowledge of tourism and management*

*Plan / Course content: Together with one or two French students, conduct a research project into a tourism/hospitality subject which is either academically based or industry linked. Weekly tutorials with the teacher in charge. The students choose the tourism theme and the management aspect on which they wish to focus their project.*

*Number of ECTS: 3*

### E travel Management and marketing

*Course overview and aims: Understand how IT is used and optimized in all formats and applications in the travel trade. Consider likely future developments.*

*Pre requisites: knowledge of the component parts of the travel trade.*

*Plan / Course content: This course covers the relationships between all the aspects of the travel trade (production, marketing, sales, bookings, CRM, etc) and the various IT applications. It is taught in part by professionals from the online travel trade, both providers and IT developers. It includes an optional field trip to a major IT-travel exhibition.*

*Number of ECTS: 5*

### City Tourism Optimization

*Course overview and aims: Understand how a city can optimize its attractions in terms of the tourism market, with respect to both visitor satisfaction and acceptance by the local inhabitants*

*Pre requisites: knowledge of tourism and management techniques*

*Plan / Course content: In relation with the tourist offices in one or two nearby cities, consider the various attractions and events which can be developed, marketing and publicity, relations with the public authorities and the local inhabitants, crowd control and crisis management, public and private sector financing, future developments*

Number of ECTS: 5

## UNDERGRADUATE Tourism & Hospitality

Level of education: Undergraduate, but Master students may choose up to 10 ECTS

L1	L2	L3	M1	M2
BACHELOR			MASTER	

General prerequisites:

Location: ■ Chambéry (Jacob-Bellecombette campus)

Presentation:

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Duration:

Spring semester : late January – late May

Other information:

Dates include exam periods

Attention is drawn to the fact that there may well be timetable overlaps between specialisations in tourism and in hospitality. Students choosing subjects in both fields should be prepared to make changes if their course list if necessary.

Tuition fees:

None for ISEP students

Detailed list of courses:

### International Tourism Management

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 20hrs*

Number of ECTS: 2

## Tourist Behaviour

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 22hrs*

*Number of ECTS: 3*

## Heritage and Interpretation

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 12hrs*

*Number of ECTS: 2*

## Sustainable Tourism

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 20hrs*

*Number of ECTS: 3*

## English research project

*Course overview and aims: conduct a research project in a tourism/hospitality subject of the student's choice, aimed at developing knowledge, industry links, and research methodology skills.*

*Pre requisites: knowledge of tourism and management*

*Plan / Course content: Conduct a research project into a tourism/hospitality subject which is either academically based or industry linked. Tutorials with the teacher in charge. The students choose the tourism theme and the management aspect on which they wish to focus their project.*

*Number of ECTS: 3*

## Hotel Revenue Management Foundations (Basic concept)

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 22hrs*

*Number of ECTS: 2*

*NB: This course may well only be offered in the Fall semester – please check on website*

### **E-marketing for hospitality**

*Course overview and aims:*

*Pre requisites:*

*Plan / Course content: 24hrs*

*Number of ECTS: 2*

### **Tour du monde au manège (International fair)**

*Course overview and aims: Participate in the organisation and running of a public international fair over 2 days in March*

*Pre requisites:*

*Plan / Course content: Plan, publicize, obtain material and sponsorship and operate a stand illustrating your home country in this 2-day fair attracting up to 30 participating countries and 7 000 visitors.*

*Number of ECTS: 2*

