 GRENOBLE ECOLE DE MANAGEMENT <small>BUSINESS LAB FOR SOCIETY</small> <small>UNIVERSITÉ DE GRENOBLE</small>	International Programs French Language and Culture	Syllabus
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Program/ Intake	Summer Session	Academic Year	2022-2023
Module Supervisor	Gally Carole	Department	LVE

Contact Hours	9.0 hours	Total Study Hours	27.0 hours	Coefficient	0.0	ECTS Credits	0.0	US Credits	0.00
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Module Description	<p>This course will be taught in English and will study topics connected to the French society such as composition and social organisation, territory - Immigration - the Young people - education - leisure and spare time. Students will be asked to share their experience here in France as international students, they will also be asked to participate as much as possible in class and compare their experience and their country with France. They will also prepare an oral presentation of 20 minutes on a given topic connected to French society. They will also have to prepare a written analysis based on the book "60 million frenchmen can't be wrong" J.B Nadeau.</p>
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Module Learning Outcomes	<p>This course will help students understand the society they are living in, by offering an in-depth analysis of the organisation of French society through its social classes, political system, educational system, and immigration policies.</p> <p>This course will also examine the daily life of French people through their environment, their work, their companies and also their leisure activities.</p> <p>By the end of the course students will have acquired a French perspective of the society they have integrated. Moreover, they will be able to explain the environment they are living in, how the French live, what fears they have, how they create social links, what their work represents for them, what the role of the family is in France.</p>
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Teaching Method	The teacher will use movies, press articles, books. The course will combine both the analysis of the teacher and the oral presentations of students done either individually or in group.
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Evaluation	<p>Students will do an individual presentation in class that they will have to prepare in advance, they will also do various team work in class. They will have to hand in several written analyses and they will do a written test in the last session.</p> <p>Oral presentation : 40% Written work: 40% Quiz : 20%</p>
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Textbook	Sixty Million Frenchmen Can't Be Wrong - Jean-Benoit Nadeau et Julie Barlow
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Bibliography	<ul style="list-style-type: none"> - Atlas des français aujourd'hui - Dynamiques, modes de vie et valeurs - Laurence Duboys Fresney - Sommes-nous des paresseux ? Et 30 autres questions sur la France et les français - Guillaume Duval Francoscopie - Gérard Mermet
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 <p>GRENOBLE ECOLE DE MANAGEMENT BUSINESS LAB FOR SOCIETY UNIVERSITE DE GRENOBLE</p>	<p>International Programs</p> <p>International Perspectives in Marketing</p>	<p>Syllabus</p>
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Program/ Intake	Summer Session	Academic Year	2022-2023
Module Supervisor	Banerjee Sumitro	Department	MKT


Contact Hours	30.0 hours	Total Study Hours	42.0 hours	Coefficient	1.0	ECTS Credits	5.0	US Credits	2.50
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Module Description	<p>The objective of the course is to examine the basics of marketing products and services across national boundaries. The key elements of the course will cover includes:</p> <ol style="list-style-type: none"> Firm decision to enter international markets Selection of international markets to enter Market entry strategies for international markets Evolution of marketing mix strategies in international markets <p>The course will give you a head start in achieving an international career in business giving you a “flight-simulator” experience using a business simulation – Country Manager.</p> <p>Why care about international markets? While many firms have experience and significant success in their “home” markets, due to greater than ever mobility and access to other countries, firms have greater opportunity to extend their markets internationally now than any time in history. However, utilizing those opportunities not only require detailed understanding of these markets but also the ability to implement a marketing strategy suitable for those markets. Conversely, firms that rely solely on their home markets, also expose themselves to foreign competition entering their own backyard. In today’s hyper-globalized world there are also so many synergies to be drawn from marketing products and services across countries that ultimately foster organizational learning and innovation which eventually lead to a sustainable competitive advantage.</p>
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Module Learning Outcomes	<p>Develop an understanding of</p> <ol style="list-style-type: none"> What are the major differences between marketing as usual and international marketing? How do marketers learn to succeed in international markets? What are the major skills and techniques needed to succeed in international markets?
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Teaching Method	Lecture, case studies, problem-based learning, and/or simulation, group-work and presentation
Evaluation	• Continuous Assessment : 100 %
Textbook	International Marketing Strategy, 6th edition (ISBN 978-1-4080-4407-0) by Isobel Doole and Robin Lowe, 2012, Cengage Learning.
Bibliography	

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 GRENOBLE ECOLE DE MANAGEMENT <small>BUSINESS LAB FOR SOCIETY</small> <small>UNIVERSITÉ DE GRENOBLE</small>	International Programs Small & Family Business	Syllabus
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Program/ Intake	Summer Session	Academic Year	2022-2023
Module Supervisor	Battisti Martina	Department	MTS

Contact Hours	30.0 hours	Total Study Hours	90.0 hours	Coefficient	1.0	ECTS Credits	5.0	US Credits	2.50
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Module Description	<p>In this module students are introduced to three interrelated entrepreneurial topics, namely new venture creation, new/small business growth, and family business. After completing the module participants understand how to model entrepreneurial opportunities in comprehensive and structured manner, and how to apply this entrepreneurial approach in the context of growing new/small business and family businesses. This module allows participants to ‘step into the shoes’ of new as well as family business owner/managers and obtain a fast track learning experience in understanding the fundamentals and challenges of starting and growing a business. Participants will analyze a range of complex and interacting challenges that new and growing businesses typically face. The module will also explore and analyze family business continuity challenges and best management, and governance practices for leading growth oriented family-owned businesses.</p>
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Module Learning Outcomes	<p>By the end of this module, participants should be able to:</p> <ul style="list-style-type: none"> - identify the basic stages of the new venture creation process including how to identify and evaluate business opportunities and how to identify and validate the central building blocks of the intended future business - examine the specific challenges that small and family businesses face on the journey of business growth - evaluate the factors that may lead to business success or business failure in small & family business contexts - understand the special characteristics of family businesses
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Teaching Method	The teaching in this module is based on a mixture of lectures, written and live cases, and participants’ own new business ideas.
Evaluation	<ul style="list-style-type: none"> • Continuous Assessment : 100 % <p>Continuous assessment including presentations, two individual assignments (New business idea; Opportunity analysis), and two team assignments (Final report; Growth strategy)</p>
Textbook	Supporting documentation and papers will be given out during sessions.
Bibliography	Reading material will be provided on Moodle.

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