



Document non contractuel - Création : IDSR/IDP/2017 - Crédits photos : François Lapeinte

PARTICIPATE IN

IDRAC

EXCHANGE PROGRAM

BUSINESS AND MARKETING PROGRAM (BACHELOR 3)
BUSINESS COURSES in FRENCH
SPRING 2017/2018

INTERNATIONAL DEPARTMENT

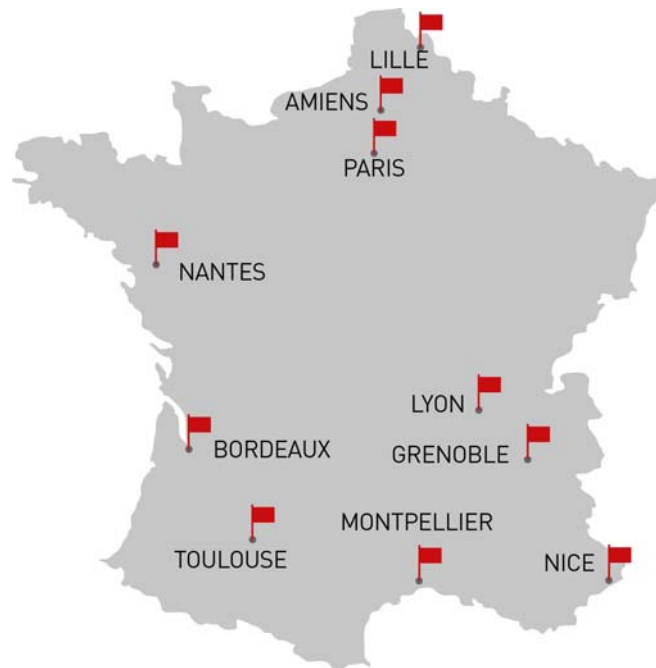
47 rue Sergent Michel Berthet
69009 Lyon
France
Tel: + 33 472 857 272

IDRAC
BUSINESS SCHOOL

IDRAC BUSINESS SCHOOL

1 SCHOOL - 10 CAMPUSES

10 OPPORTUNITIES TO STUDY*



IDRAC is a French private Business School with 10 campus sites in France: Amiens, Bordeaux, Grenoble, Lille, Lyon, Montpellier, Nantes, Nice, Paris and Toulouse.

On an international level, IDRAC has developed strong collaboration with more than 100 partners in 41 countries. Each year more than 400 students go study abroad and nearly 200 students from all around the world come for a semester or a year at IDRAC.

ERASMUS Code for all campuses: F LYON112

Web: <http://www.idrac-business-school.com/>

To Apply: [Click Here](#)

The Business and Marketing program in French:

Campuses		Academic dates
Spring	Amiens, Bordeaux, Grenoble, Lyon, Montpellier, Nantes, Nice, Paris and Toulouse*	04/01/2018 to 06/04/2018

*According to campus opening
(Induction dates may vary depending on campus)

How does the school system works in France

The French system might be different than the one in your home institution.

We value the time spent with the teacher and the knowledge you can get from him and the amount of time spent in class is bigger than the time spent working at home.

Our pedagogical aim is for you to learn as much as you can from your professors. That's why the number of hours per courses can seems important.

A French student spend approximatively 20h a week at school during 10 to 12 weeks in order to obtain 30 credits. The course load at home will not exceed a normal amount of study time.

The grading system is also different , you will see how it works just below.

IDRAC mark (/20)	IDRAC interpretation	ECTS grade	Definition	Credits Awarded
15 - 20	Outstanding	A	Excellent	Yes
13 - 14,99	Very Good	B	Very Good	Yes
11 - 12,99	Good	C	Good	Yes
10 - 11,99	Satisfactory	D	Satisfactory	Yes
Below 10	Failed	F	Failed	No

French Heath Social Security

For non-European students, registration to the French student social security in addition to their local international insurance is **compulsory**.

The amount of the registration is about 220€ (payment by cash to the international Office during the induction day).



BUSINESS AND MARKETING PROGRAM
BUSINESS COURSES in FRENCH
ACADEMIC YEAR 2017/2018

		Spring	
COURSES	Language of courses	Hours	Credits
MARKETING COMMERCE COMMUNICATION			
Marketing stratégique	FR	20	2
Web marketing et création de valeur	FR	20	2
FINANCE CDG TQG			
Budgets contrôle de gestion et pilotage	FR	20	2
MANAGEMENT DES HOMMES DES ORGANISATIONS ET DES PROCESS			
Stratégie de communication et plan media	FR	20	2
E-reputation et social media	FR	20	2
STRATEGIE ECONOMIE DROIT			
Business Model	FR	20	2
LANGUES CULTURES CIVILISATIONS			
Intensive seminar	AN	20	2
Business English	AN	20	2
Business French	FR	20	2
News analysis and press review	AN	10	2
Geopolitics of natural resources and the environment	AN	20	2
DOSSIERS ET TRAVAUX PROFESSIONNELS			
Digital project	FR	20	2
Etude Marketing appliqué: les préconisations	FR	20	2
CID Crédits bonus			2
Intercultural Exchange report	FR		2
		Total	30

UPDATED OCTOBER 2017—SUBJECT TO CHANGES

MARKETING COMMERCE COMMUNICATION

Marketing stratégique (spring)

Ce cours complète la formation des étudiants en marketing. En effet, après avoir étudié les principes du marketing, s'être intéressé à des problématiques à court termes (liées au marketing MIX), ce cours traite des notions plus stratégiques nécessitant des prises de décision plus importante sur le moyen et long terme. Ainsi, les notions du marketing stratégiques sont exposées. Ce cours sera complété par le diagnostic stratégique au même semestre.

Web marketing et création de valeur (spring)

Ce module forme les étudiants à l'un des métiers les plus recherchés à savoir celui du e-marketeur. Ainsi, une panoplie de notions, illustrées d'exemples et d'études de cas sont utilisées dans cette matière afin que l'étudiant puisse avoir les connaissances nécessaires sur le sujet : les fondamentaux du E-Commerce, les nouveaux comportements consommateurs, les outils de la promotion d'une marque sur le web.

FINANCE

Budgets contrôle de gestion et pilotage (spring)

Le principal objectif du cours est de donner aux étudiants les outils qui leur permettront de comprendre, d'interpréter et de prévoir la situation financière d'une entreprise. Selon le plan comptable français, la gestion budgétaire est un mode de traitement de données dont les objectifs essentiels sont les suivants : Etablir des prévisions de charges et de produits d'exploitation ; Constater la réalisation et expliquer les écarts qui en résultent; Fournir tous les éléments de nature à éclairer les prises de décisions.

MANAGEMENT DES HOMMES DES ORGANISATIONS ET DES PROCESS

Stratégie de communication et plan media (spring)

Les objectifs de ce module sont de comprendre la place de la stratégie de communication au sein de la démarche marketing globale. Apprendre à mettre en place une stratégie de communication cohérente avec les objectifs marketing. S'initier à l'univers de la presse et la conception d'un plan media. Savoir utiliser les relations presse.

E-reputation et social media (spring)

Course description will be added later

STRATEGIE ECONOMIE DROIT

Business Model (spring)

Ce cours a pour objectif de permettre aux étudiants d'avoir une vision globale de l'entreprise à travers les composantes du business model et l'utilisation de ce dernier dans la prise de décision. Comprendre ce qu'est et ce que n'est pas un Business model. Prendre conscience du caractère global du business model (Découvrir les différentes approches sous-jacentes aux définitions présentées dans la section précédentes). Comprendre le modèle de référence actuel de présentation du business model : ses composants et ses limites. Savoir appliquer le modèle de référence actuel.

LANGUES CULTURES CIVILISATIONS

Business English (fall and spring)

Intensive Seminar (fall and spring)

Business French (fall and spring)

French Seminar (Lyon and Paris only)

The aim of those courses is to enable the students to achieve functional fluency in a language as a result of their development in the following areas:

1. Listen, read and view critically and with accuracy and understanding a wide range of literary and informational/functional texts from print and non-print sources.
2. Speak, write and represent in internationally acceptable foreign language that is grammatical, fluent, mutually intelligible and appropriate for different purposes, audiences, contexts and cultures.
3. Understand and use internationally acceptable foreign language grammar and vocabulary accurately and appropriately as well as understand how speakers/writers put words together and use language to communicate meaning.

Geopolitics of natural resources and the environment (spring)

The objective of this course is also to make the student aware of the environmental security approach. Theories of environmental conflict between and within nations will be studied in order to better understand current and future environmental security concerns. These will range from conflicts and policies relating to water and hydraulic resources, climate change, other "resource wars" and environmental refugees.

News Analysis and press review (spring)

This course introduces students to the fundamentals of reading and analyzing published and reported news (audio/ video/ other). The course content would involve analyzing published news from across the world using various Databases (Factiva, for example). The objectives of the readings, discussions, exercises and assignments of this course are planned so as to enable students to be better and well informed Managers of tomorrow. Students are expected to keep themselves updated on world events of importance by following various media and information sources ranging from newspapers and news magazines to alerts from other published sources as well as on Twitter.

DOSSIERS ET TRAVAUX PROFESSIONNELS

CID (spring)

Students are individuals and they are all different. That is what we think and it is a core value in our school. In order to help the students find a way that interest him and let him be proactive in his own training, we ask each students to partake in a school association or a non-profit organization during the year.

Intercultural Exchange report (spring)

Students will reflect in a report in French and English about the cultural differences between their home country and their experience in France.

Etude Marketing appliqué: les préconisations (spring)

Ce module est la seconde partie d'une étude globale en marketing menée en groupe. L'objectif est d'utiliser les théories apprises en marketing en favorisant la mise en œuvre de compétences transversales. Cette seconde partie du dossier porte principalement sur une analyse des constats réalisés pour proposer des préconisations.

CALENDRIER DES ETUDES 2017 / 2018

BUSINESS & MARKETING PROGRAMME

IDRAC
BUSINESS SCHOOL

En Français

My BACHELOR

jan vier 18	février 18	mars 18	avril 18
1 lun	1 jeu	1 jeu	1 dim
2 mar	2 ven	2 ven	2 lun
3 mer	3 sam	3 sam	3 mar
4 jeu Induction	4 dim	4 dim	4 mer Examens Oraux
5 ven	5 lun	5 lun	5 jeu
6 sam	6 mar	6 mar	6 ven
7 dim	7 mer	7 mer	7 sam
8 lun	8 jeu	8 jeu	8 dim
9 mar	9 ven	9 ven	9 lun
10 mer	10 sam	10 sam	10 mar
11 jeu	11 dim	11 dim	11 mer
12 ven	12 lun	12 lun	12 jeu
13 sam	13 mar	13 mar	13 ven
14 dim	14 mer	14 mer	14 sam
15 lun	15 jeu	15 jeu	15 dim
16 mar	16 ven	16 ven	16 lun
17 mer	17 sam	17 sam	17 mar
18 jeu	18 dim	18 dim	18 mer
19 ven	19 lun	19 lun	19 jeu
20 sam	20 mar	20 mar	20 ven
21 dim	21 mer	21 mer	21 sam
22 lun	22 jeu	22 jeu	22 dim
23 mar	23 ven	23 ven	23 lun
24 mer	24 sam	24 sam	24 mar
25 jeu	25 dim	25 dim	25 mer
26 ven	26 lun	26 lun	26 jeu
27 sam	27 mar	27 mar	27 ven
28 dim	28 mer	28 mer	28 sam
29 lun		29 jeu Examens Ecrits	29 dim
30 mar		30 ven Examens Ecrits	30 lun
31 mer		31 sam	

Week Ends et Jours fériés

Examens

Formation

Evènements nationaux