



elles photos : François Lapointe

MANAGEMENT PROGRAM
(Programme Grande Ecole)
SPRING 2017

INTERNATIONAL DEPARTMENT

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France
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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 99 partners in 40 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: F LYON112 (valid for all campuses)

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

The Management program in English :

	Campus	Academic dates
Spring	Lyon	30/01/2017 to 24/05/2017

*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.

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 Health 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).



MANAGEMENT PROGRAM

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SPRING 2017

COURSES	Spring	
	Hours	Credits
INTERNATIONAL ECONOMICS & LAW		
Geopolitics	20	2
European union market (distance learning)	20	2
Common law	20	2
ORGANISATION & HR STRATEGY		
Business policy	20	2
Human resources strategy & organisations	20	2
Human resources marketing	20	2
GLOBAL MARKETING		
International marketing	20	2
E-Marketing	20	2
INTERNATIONAL FINANCE & ACCOUNTING		
Financial reset & International accounting & corporate finance	30	2
Controlling	20	2
INTERNATIONAL TRADE		
International strategy of development	20	2
International business project	20	2
OPTIONAL COURSES (2 options maximum per semester)		
Consultative selling & sales management	20	2
Innovation ethics	20	2
Team building	20	2
INTERNATIONAL TRACK		
French Seminar (intensive seminar at the start of the semester mandatory)	20	2
French as a foreign language	20	2
	Total	32

UPDATED OCTOBER 2016—SUBJECT TO CHANGES

INTERNATIONAL ECONOMICS & LAW

Geopolitics

Geopolitics dealt with various issues and has come to prominence in the Post Cold war era that deals with nation-states and a renewed focus on International conflicts related to resource access or Terrorism. This module will deal how nations approach resource access in an ever-changing world.

This course aims at providing the students with a greater understanding of Geopolitics. Students will explore ways of trying to understand the world views as well as understanding the theoretical framework of looking at world events in different Managerial and cultural contexts.

European union market (distance learning)

This course explores the question “what is the European Union today?”. While not meant as a definitive guide to the EU this paper is rather a preliminary guide with which to explore further the finer details of what is the vast, and ever-changing, *European Union Socio-Economic Project*.

The subject has been divided to focus on particular activities or function of the European Union. These parts begin with a brief history of the EU and then go on to talk about the departments and institutions of the EU, the current economic crisis, European expansion, education in the EU, common agricultural policy, common fisheries policy, EU timeline and finally an article from The Economist on the current financial crisis.

Common law

Students will work in a globalised world, therefore they will face multicultural issues in management and negotiations with foreign counterparts. A country’s law is deeply rooted in its history and culture, therefore understanding a foreigner’s law gives leverage for understanding his or her cultural background. Law is a threat or an opportunity in the external environment and a good practitioner would never start by assuming that a foreign law is similar to his own.

This course is divided in two parts. First the professor will cover various topics in different areas of common law, based on his or her knowledge and experience. This first part should be performed in a storytelling fashion. Secondly, a more academic presentation of different legal systems will be done and points of comparison between the different legal systems should be provided to the students.

ORGANISATION & HR STRATEGY

Business policy

The course shows how entrepreneurial vision and intuition must be combined with structured strategic management process in today's changing environment of the firms. The whole process, environment scanning, strategy formulation, implementation and evaluation is described globally. Then each step is detailed. Students are expected to be able to understand and make use of the key concepts related to corporate, business and functional strategy. The analysis step provides a methodology to understand a company's competitive situation.

It allows students to understand the various strategic options available to the company in its environment and to select the strategy that will deliver the optimum achievement of corporate objectives with the minimum resources. Students are invited to understand how the formulated may be implemented practically and to evaluate at each step if the implementation is in line with the planned activities and results.

Human resources strategy & organisations

The course presents two different uses of marketing processes in HRM. It helps students to understand the context and objectives of such strategies. It refers to the theoretical roots in marketing and HRM. Students will also learn to practice the semiotic analysis in order to help them to diagnose and to manage an employer brand.

Students learn to diagnose HR marketing strategy of an organization. Enabling them to identify the attraction, selection and retention process. They will learn to implement the process of engagement and manage the employer brand.

Human resources marketing

The course focuses on the work of strategizing and organizing, its historical approach and today's challenges. Students will understand how and where is strategizing and organizing work actually done. They will learn to use the common tools and techniques of strategizing and organizing and discover how these are used in practice.

GLOBAL MARKETING

International marketing

The aim of the course is to give students an insight into the dynamics of international marketing management and its role in business today. After taking this course, the student is expected to integrate their understanding into the managerial decisions.

E-Marketing

Through its class activities, learning content and assessment activities, the module is designed to support the professional development of the students and secondly to encourage innovation and commercialisation. Its key elements of marketing, social media and customer relationship management help students to look at the marketing opportunities in a wider context and to explore how technology can be used to effectively support business.

INTERNATIONAL FINANCE & ACCOUNTING

Financial reset & International accounting & corporate finance

This course starts as an overview class to prepare the students for the next financial classes. We will see together some basic notions such as: balance sheet, income statement, cash flow, compounding and discounting.

The course examines important issues in corporate finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. The concept of the Law of One Price is used to analyze how investment and financing decisions interact to affect the value of the firm. The course covers topics that are important to decision-making in marketing, operations management, and corporate strategy.

Controlling

This course examines management accounting and related analytical methodologies for decision making and control in profit-directed organizations. It also defines product costing, budgetary control systems, and performance evaluation systems for planning, coordinating, and monitoring the performance of a business. This course defines principles of measurement and develops framework for assessing behavioral dimensions of control systems; impact of different managerial styles on motivation and performance in an organization.

INTERNATIONAL TRADE

International strategy of development

The objective of this course is to understand of [def8.52 142.(r peo6 fformaimdiffi)Tf)-84.2 -1.D.22

OPTIONAL COURSES (2 options maximum per semester)

Consultative selling & sales management

This innovative course provides the participants with a framework for conducting effective consultative selling as well as with basic skills for successfully implementing the method. It will help the participants to learn the value of engaging in questioning, and to develop the listening skills necessary to create a dialogue with customers. Such a dialogue is geared at helping the seller to understand customers' needs and at increasing the proposition value.

Innovation ethics

Innovation and business are guided by ethical rules and norms of conduct, which aim to ensure a focus on the common good, durable progress and resource conservation. This course aims to show that the way we progress through innovation and business has a potential impact on the human kind and its social life and to explain how to behave ethically while innovating and doing business.

Team building

Students improve their skills at team-building by understanding the dynamics of teams and increasing their knowledge about teams, team leadership, and team coaching. They learn the diagnosis of own team skills and knowledge and the application of team-building concepts to various contexts. In teams they will see the development behaviours and team roles both task-facilitating and relationship-building and the high performance teams and SMART objectives.

INTERNATIONAL TRACK

French as a foreign language (mandatory)

French Seminar

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.

Such language exposure will broaden students' experience and give them meaningful contexts for learning a language. Students will use language in a variety of contexts, to revisit language structures and skills and to see how language works according to purpose, audience, context and culture.

CALENDAR 2016 / 2017

MANAGEMENT PROGRAM SPRING

January-17	February-17	March-17	April-17	May-17	June-17	July-17	August-17
1. Wed 2. Thu 3. Tue 4. Wed 5. Thu 6. Fri 7. Sat 8. Sun 9. Mon 10. Tue 11. Wed 12. Thu 13. Fri 14. Sat 15. Sun 16. Mon 17. Tue 18. Wed 19. Thu 20. Fri 21. Sat 22. Sun 23. Mon 24. Tue 25. Wed 26. Thu 27. Fri 28. Sat 29. Sun 30. Mon 31. Tue	1. Wed 2. Thu 3. Fri 4. Sat 5. Sun 6. Mon 7. Tue 8. Wed 9. Thu 10. Fri 11. Sat 12. Sun 13. Mon 14. Tue 15. Wed 16. Thu 17. Fri 18. Sat 19. Sun 20. Mon 21. Tue 22. Wed 23. Thu 24. Fri 25. Sat 26. Sun 27. Mon 28. Tue 29. Wed 30. Thu 31. Fri	1. Wed 2. Thu 3. Fri 4. Sat 5. Sun 6. Mon 7. Tue 8. Wed 9. Thu 10. Fri 11. Sat 12. Sun 13. Mon 14. Tue 15. Wed 16. Thu 17. Fri 18. Sat 19. Sun 20. Mon 21. Tue 22. Wed 23. Thu 24. Fri 25. Sat 26. Sun 27. Mon 28. Tue 29. Wed 30. Thu 31. Fri	1. Sat 2. Sun 3. Mon 4. Tue 5. Wed 6. Thu 7. Fri 8. Sat 9. Sun 10. Mon 11. Tue 12. Wed 13. Thu 14. Fri 15. Sat 16. Sun 17. Mon 18. Tue 19. Wed 20. Thu 21. Fri 22. Sat 23. Sun 24. Mon 25. Tue 26. Wed 27. Thu 28. Fri 29. Sat 30. Sun 31. Mon	1. Mon 2. Tue 3. Wed 4. Thu 5. Fri 6. Sat 7. Sun 8. Mon 9. Tue 10. Wed 11. Thu 12. Fri 13. Sat 14. Sun 15. Mon 16. Tue 17. Wed 18. Thu 19. Fri 20. Sat 21. Sun 22. Mon 23. Tue 24. Wed 25. Thu 26. Fri 27. Sat 28. Sun 29. Mon 30. Tue 31. Wed	1. Sat 2. Sun 3. Mon 4. Tue 5. Wed 6. Thu 7. Fri 8. Sat 9. Sun 10. Mon 11. Tue 12. Wed 13. Thu 14. Fri 15. Sat 16. Sun 17. Mon 18. Tue 19. Wed 20. Thu 21. Fri 22. Sat 23. Sun 24. Mon 25. Tue 26. Wed 27. Thu 28. Fri 29. Sat 30. Sun 31. Mon	1. Sat 2. Sun 3. Mon 4. Tue 5. Wed 6. Thu 7. Fri 8. Sat 9. Sun 10. Mon 11. Tue 12. Wed 13. Thu 14. Fri 15. Sat 16. Sun 17. Mon 18. Tue 19. Wed 20. Thu 21. Fri 22. Sat 23. Sun 24. Mon 25. Tue 26. Wed 27. Thu 28. Fri 29. Sat 30. Sun 31. Mon	

Courses
Weekends and bank holidays
Exams
Induction and seminar