

Angers European Business Semester

Course descriptions

This document offers a first detailed overview of the courses offered in English for exchange students in spring 2010. It does not represent a complete syllabus of each course or contractual document. Complete outlines will be given by each lecturer in the first session of each course.

This document has last been updated 18 January 2010.

Some courses may still be subject to slight modification of contents.

Dates of the spring semester 2010:

» Tuesday 19 January – Friday 29 May

The semester includes

- » Welcome days and an integration seminar at the beginning of the semester, 19-22 January
- » one week of holidays from 19 – 25 April
- » one long weekends and two French national holidays:
from 13 to 16 May, 5 April, 24 May

Students are expected to be present in Angers during the whole semester.

Website for detailed organisational information:

- » <http://www.essca.fr> > international students > exchange students > Angers Spring Semester

Staff in charge of the English courses offered in the spring semester 2010

- | | |
|--------------------------------------|---|
| » Programme coordination: | Dr Thomas Hoerber
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Introduction to the Programme Structure

All courses in the Angers European Business Semester (AEBS) are weighted equally: They all have 45 contact hours with 6 ECTS (European Credit Transfer System) credits. With guidance from ESSCA and home-school advisers, each student should choose from the courses offered in the programme.

Students can choose any combination from the list of courses below. Timetable overlaps between courses may occur, but will be limited as much as possible. No timetable overlaps means, however, that some courses may be taught on Saturdays. A detailed schedule will be handed out at the beginning of the semester and updated weekly. A Course may be cancelled if less than 10 students registered for it.

The AEBS programme has been designed for 3rd and 4th year undergraduate students. Experience has shown, however, that due to the specifically European approach of some of its courses, it may be appropriate for graduate students, too.

It includes two types of courses:

> European Studies and International Relations Courses

This is a series of five trans-disciplinary core courses in European Studies and International Relations that have been designed especially for students from outside Europe and give a distinct added value to this study abroad semester.

- European Integration: History and Politics (45 hrs/6 credits)
- European Union Institutions (45 hrs/6 credits)
- The EU in the World: EU external relations (45 hrs/6 credits)
- Economic Theory and Globalisation (45 hrs/6 credits)
- European and International Law (45 hrs/6 credits)

These courses offer insights into the European environment and are meant to provide a better understanding of the past, present, and the future of European integration. The courses have no content overlap, but are designed to provide students with complementary approaches to the European Union.

Students are strongly encouraged to make use of this opportunity and submit the course outlines to their study abroad supervisors prior to choosing their courses.

> Economics and Management Courses

These courses focus on economics, business or management issues offering content that supplement course work students have done at their home school. Most courses are team-taught by two or more lecturers, each contributing their own perspective and expertise. We encourage innovative teaching, such as group work and case studies, if possible with a European focus.

- European Economics (45 hrs/6 credits)
- International Corporate Finance (45 hrs/6 credits)
- Strategic Management (45 hrs/6 credits)
- International Marketing (45 hrs/6 credits)
- Intercultural Communication (45 hrs/6 credits)

> Language courses

Finally, AEBS offers French language classes (45 hrs/6 credits) on different levels of proficiency (usually beginner, intermediate, advanced). The different groups are set up according to an informal French language test done after arrival in Angers. Regular and uninterrupted attendance of these language classes is obligatory.

Guidance on courses and course selection will be offered at the AEBS Welcome Days. Course registration will be finalised online. Students will have the opportunity to add and drop courses during the first two weeks of the programme. Further changes later in the semester will need the approval of the course coordinator.

Assessment

Things to know about assessment:

- » Assessment will be organised according to each lecturer's preference and course organisation. Final written exams are likely to be organised on three consecutive exam days at the end of the semester. Please refer to the course outlines below for a first information about assessment practices. Each lecturer will, however, give detailed information about assessment in their course or part of their course during the first session.
- » Class attendance is mandatory for students who wish to obtain and transfer the credits.
- » Grading will be based on the French 20 point grading scale, with 10 points being the pass mark.
- » Students who have obtained a minimum of 30 ECTS credits will receive the "Angers European Business Semester Certificate" in addition to their transcript.
- » The complete transcript of records is sent in two copies to the study abroad advisors in each student's home university. Delivery of transcripts can be expected by the beginning of July 2010.

Overview:

Course number	Course title	Total volume	ECTS credits
AEB400	European Integration: History & Politics	45 hours	6 ECTS
AEB401	European Union: Institutions	45 hours	6 ECTS
AEB402	European and International Law	45 hours	6 ECTS
AEB403	The EU in the World: EU external Relations	45 hours	6 ECTS
AEB404	Economic Theory and Globalisation	45 hours	6 ECTS
AEB405	European Economics	45 hours	6 ECTS
AEB406	International Corporate Finance	45 hours	6 ECTS
AEB407	Strategic Management	45 hours	6 ECTS
AEB408	International Marketing	45 hours	6 ECTS
AEB409	Intercultural Communication	45 hours	6 ECTS
AEB410	European Retailing	45 hours	6 ECTS
AEB411	French Language	45 hours	6 ECTS

European Integration: History and Politics**Code: AEB400**

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Dr Thomas Hoerber

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents:

This course will provide students with an historical understanding of European Integration and it will give insights into the political development of key member-states of the European Union.

The course deals with the two existing and interlinked realities of national and non-national government and politics in important European states such as France, Germany, Britain and the Benelux countries. We will cover the political history of these states, their institutional arrangements and some important social dynamics within the states. The course will compare and contrast the relationship between the EU and the different nation-states and, in historical terms, the development of a national position on the European Community.

Because of the individual tutoring element, this course is particularly recommended for non-native speakers.

Course schedule:

- Session 1: Introduction + France/War Experience*
- » War Experience
 - » War consequences
 - » *La grande nation* finding its place in Europe
- Session 2/3: Excursion to the landing beaches of Normandy*
- Session 4: Germany/War Experience*
- » War Experience
 - » War consequences
 - » Western commitment
- Session 5: Britain/War Experience*
- » War consequences
 - » The Status Quo
 - » The hope for a peaceful future
- Session 6: France/National Security*
- » Fundamentals + Internal Reform
 - » Territorial Integrity + Ideas and Ideology
- Session 7: Germany/National Security*
- » Fundamentals
 - » Internal Reform
 - » Territorial Integrity
 - » Ideas and Ideology
- Session 8: Britain/National Security*
- » Fundamentals
 - » Internal Reform
 - » Territorial Integrity
 - » Ideas and Ideology
- Session 9: France/ Military Security*
- » East-West Antagonism
 - » Integrated Defences War Experience

- Session 10: *Germany/Military Security*
- » East-West Antagonism
 - » Integrated Defences
- Session 11: *Britain/Military Security*
- » East-West Antagonism
 - » The national Armies of Europe
 - » Integrated Defences
 - » Crisis
- Session 12: *France/Economic Security*
- » The Nation
 - » Half-way Europe
 - » European Integration
- Session 13: *Germany/Economic Security*
- » The Nation
 - » Half-way Europe
 - » European Integration
- Session 14: *Britain/Economic Security*
- » The Nation
 - » Imperial Preference
 - » Britain and the European organisations
 - » Britain in Europe
- Session 15: *The Benelux*
- » History
 - » Belgium
 - » The Netherlands
 - » Luxembourg
 - » The Benelux countries and European integration

Assessment:

30% Presentation (10 - 15 min.) in class on the topic of the day

2x 15% 2 assignments as short summaries on an academic source, a list of which will be handed out in class. The analysis will be given in a short paper (1,000 words) and a one-to-one tutoring session on that paper

40% A research paper (2,500 words) comparing the positions of France, Germany and Britain under one of the four major themes, i.e. War Experience, National Security, Military Security and Economic Security.

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The European Union: Institutions

Code: AEB401

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Dr Thomas Hoerber, Dr Pascal Glémain

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents

The course explains the emergence of the institutions of the European Union and the current institutional framework and its decision-making process. Special emphasis will be given to the controversial concept of the European social model and its different interpretations.

Course schedule

- Session 1/2: The institutional framework and the decision-making process*
- » The European Commission as supranational institution
 - » The European Council as intergovernmental institution
 - » The European Parliament as democratic representation
 - » The decision-making process in the institutional triangle
 - » A survey of other major European institutions
- Session 3/4: Normandy Trip*
- Session 5: Post war Europe*
- » Destruction and Rebuilding
- Session 6: The emergence of the institutions of the European Union*
- » The theories and actions of Jean Monnet
 - » The innovative character of the European institutions
- Session 7: Enlargement + Treaties*
- » The borders of Europe
 - » Institutional consequences of past and future enlargements
 - » Neighbourhood Policy and preparation for Membership
- Session 8: Institutional Reform*
- » Institutional reform proposals for the EU
 - » The constitutional debate between 2000 and 2008
 - » The work of the European Convention
- Session 9: Guest Lecture*
- Session 10: Treaties*
- » The Treaties of Rome to Maastricht
 - » The Lisbon Treaty
- Session 11: The European Family Album*
- » Press and popular opinion of the EU
- Session 12/13: The European Social Modelé*
- » Philosophical foundations
 - » European social policies
- Session 14: What is Europe ?*
- » Borders or Culture

Assessment

20% Mid-term multiple choice test about the institutional framework and historical milestones of the EU

20% Assignment on European social model / 20% Participation / 40% Final Exam

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European and International Law

Code: AEB402

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Willemien Van Der Nat Verhage

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents:

This course aims to bring students a broad understanding of the role of law in today's world. Subjects will range from general to specific with Europe as a centre point.

The course is divided into three parts: The *first part* deals with general aspects of law. It provides an overview and understanding of development and functioning of law worldwide.

The *second part* concentrates on European law within the European Union: its legal structure, its process of lawmaking and the functioning of European law and the European Court of Justice (ECJ) within the legal systems of the Member States. The *third part* focuses upon the legal framework of the Common Internal Market and the role of European competition law.

In addition to lectures and readings students will be encouraged to actively participate in the course. Individual or group research on various topics will be presented and discussed in class. During class students will learn how to work with legal texts and how to analyse case-law.

The course covers an interesting and broad collection of themes. Therefore students will also find the opportunity to focus upon certain subjects in which they have a special personal interest.

Course schedule

Session 1-5: Law in general: an introduction to law and fundamental observations

This centuries-old Europe: a shared cultural and legal heritage

- » The interaction of ideas and a united development of private law
- » European jurists – philosophers - the role of universities
- » European law traditions: Civil law and Common law

Legal systems of the world

- » 'Export' and influence of European civil law and common law into the world
- » Characteristics of other legal systems: religious law – socialist law etc.

National law: principles, structure and overview

- » Principles of law, separation of powers – the rule of law - legislation
- » Constitutions and International treaties
- » Types of Law: public law, criminal law, private law; economic law – internat. law
- » Organisation and role of the courts

International law

- » International organisations (such as United Nations – OECD) and Treaties
- » International courts and Jurisdiction
- » The European Union

Session 6-10: The European Union: legal basis, structure and policy areas

- » European Law and the national legal orders of the Member States
- » Fundamentals and characteristics of European Law and the European Union
- » Legal principles – Fundamental rights – The four freedoms of the internal market
- » European Constitutional Law
- » The institutional structure of the EU
- » Legislation – Institutional acts - Sources of law
- » Jurisdiction in matters of European Law: National courts - European Court of Justice – European Court of First Instance
- » Policy areas and European law - actualities

Session 11-15: *The internal European market – European Competition law*

- » Outlines of Competition law
- » Economic theories and competition
- » Central aspects of European competition law
- » Competition law outside Europe
- » Development of European Competition law and case-law
- » The interaction with national judicial and competition authorities
- » European Competition law: cartels – abuse of dominant position – mergers – liberalisation and State aid.

Assessment

10% participation

20% assignments (individual research papers of 1000 word paper)

20% oral presentation in class, alternatively, a second research paper

50% final exam

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The EU in the World

Code: AEB403

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Dr Daniel Gossel, Wei Shen, Saty Navalkar, Dr Geoffrey Edwards, Dr. Thomas Hoerber

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents:

The core contents of this course deal with external relations of the EU or the EU as a partner of other major powers in the world. More particularly, it will focus on trade and politics with the US (Gossel), China (Shen), and India (Navalkar), the Middle East (Edwards) and a summary at the end (Hoerber).

Course schedule

- Session 1: Relations with India*
- » Introduction
 - » Culture
 - » Business
- Session 2: Relations with India*
- » Foreign investment
 - » The legal system
- Session 3: Relations with India*
- » Political ties
 - » Comparison with China
- Session 4: Relations with India*
- » Group work
 - » Student assignment and presentation
- Session 5: Relations with the USA*
- » Introduction
- Session 6: Relations with the USA*
- » Trade relations and trade conflicts
 - » Transatlantic economic integration
 - » WTO
- Session 7: Relations with the USA*
- » Russia as the common enemy vs. a substantial union of values in the West
 - » Cold War
 - » The Atlantic Alliance
- Session 8: Relations with the USA*
- » Reform of EU and NATO
 - » The Atlantic Relationship post-Cold War
- Session 9: Relations with China*
- » Trade and economic growth
- Session 11: Relations with China*
- » The emancipation of civil society and societal stability
 - » Democracy and Dictatorship
- Session 12: Relations with China*
- » The emancipation of civil society and societal stability
 - » Democracy and Dictatorship

- Session 13: *Relations with the Middle East*
 » Trade, oil and political stability
- Session 14: *Relations with the Middle East*
 » Israel and Middle Eastern Security
- Session 15: *Conclusion*

Assessment

- 10% Presentation on the USA, Middle East or China
20% Participation
30% Student assignment and presentation on India
40% Term paper

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Economic Theory and Globalisation

Code: AEB404

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Dr Jonathan Conlin, Dr Ulrich Adam, Dr Assen Slim,
Dr Albrecht Sonntag, Dr Thomas Hoerber

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents:

The course will apply classical economic theory, such as Karl Marx (Slim), Adam Smith (Conlin), John Maynard Keynes (Chavance), Friedrich Hayek (Hoerber) and Joseph Schumpeter (Slim), to current globalisation and analyse its relevance for social and political cohesion of society in general. Through going back to the roots of economic thought, it will be shown that economic theory was once an equivalent to social theory. Therefore, this course takes a fresh look at whether current economic globalisation should put a stronger emphasis on its roots of social benefit which will be particularly relevant for developing economies and new markets such as India and China.

Course schedule

- Session 1: Introduction*
- » Core concept of the course
 - » Ideology and economics
 - » Globalisation
 - » Social injustice vs. Survival of the fittest
- Session 2: Karl Marx, Capital*
- » Free market economy vs. socialism to communism
 - » class struggles & Capitalism
 - » Planning vs. Chaos and greed
- Session 3: Adam Smith and the Labour Theory of Value*
- » Theory of Moral Sentiments
 - » Supply and demand of Labour
 - » Alienation
- Session 4: Adam Smith and Social Passion and Private Interests*
- » The Wealth of Nations
 - » The economic man
 - » Solidarity vs. greed
- Session 5: Adam Smith and the Invisible Hand*
- » Enlightenment
 - » Liberalisation
 - » Emancipation
- Session 6: John Maynard Keynes and the challenges of his time*
- » Keynes' background
 - » International affairs: the economic consequences of peace
 - » A criticism of laissez-faire
- Session 7: John Maynard Keynes, a new approach*
- » The Great Depression and unemployment
 - » Money, time and uncertainty
 - » Restraining financial markets

- Session 8: *John Maynard Keynes in Reality*
- » Agenda of the State in an unstable capitalist economy
 - » Neoclassical Keynesian synthesis after the war
 - » A controversial heritage: the post-Keynesian school and the neoliberal counter-revolution
- Session 9: *Friedrich Hayek, The battle with Keynes*
- » Keynesianism works
 - » War economy and planning
 - » Corporatism and the nanny-state
- Session 10: *Friedrich Hayek, The Road to Serfdom*
- » Planning vs. Freedom
 - » Politics, economics and the war
 - » Black and white or shades of grey?
- Session 11: *Friedrich Hayek out of cycle*
- » Non-recognition
 - » Problems in his theory
 - » The tight turns against
- Session 12: *From Adam Smith to Josef Schumpeter*
- » Who is the Schumpeterian “entrepreneur”?
 - » The collapse of capitalism
- Session 13: *Josef Schumpeter*
- » From economic fluctuations to social changes
 - » Creative destruction
- Session 14: *Josef Schumpeter*
- » The legacy of Schumpeter in international economics
 - » Globalisation seen with Schumpeter’s eyes
- Session 15: *Conclusion*

Assessment

2x 20% 2 oral presentation of a summary of a primary text in class

20% Assignment on a primary text

40% Term paper

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European Economics

Code: AEB405

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Dr David Rees, Dr Ulrich Adam

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents

The course focuses on different parts of European economics (Rees). It also features a module on Lobbying in the EU (Adam)

Course schedule

- Session 1: Introduction*
- » European opinionnaire and discussion of results
 - » Allocation of subjects for presentation
 - » Team quiz to test current knowledge of the EU
 - »
- Session 2: Revision of macroeconomic principles*
- » Macroeconomics: national budgets, interest rates; their use and effects
 - » Macroeconomics group exercises
 - » Opinions - continuation
- Session 3: EU trade wars*
- » Student presentation 1: EU trade wars
 - » EU Trade: tariff barriers, EFTA, EEA, other external trade
 - » Financing the union
 - » National deficit
 - » Methodology: data gathering and data use
- Session 4: Airbus and Boeing*
- » Student presentation 2: Airbus and Boeing
 - » Export – Import risk: company role-play in groups
- Session 5: Economic consequences of enlargement*
- » Student presentation 3: Turkey and the EU
 - » The Copenhagen Criteria
 - » New EU members and the Euro
 - » Schengenland
- Session 6: Common Agricultural Policy*
- » Student presentation 4. CAP dumping: economic and social consequences
 - » CAP's impact on world agriculture
 - » World food security
 - » Future of EU food production
- Session 7/8: Lobbying the EU*
- » NGOs and Industry
 - » National, regional and local representation
 - » Influence on the legislative process
- Session 9: The EU as actor in the global economy*
- » Student presentation 5: World trade groups
 - » EU external relations
- Session 10: Future EU scenarios*
- » Student presentation 6. The limits of EU enlargement

- » Liberal, Social or Scandinavian model?
- » Productivity, mobility and employment in the Eurozone

Session 11: Fiscal policy and its implementation

- » Student presentation 7: EU energy supplies
- » VAT
- » Excise duties
- » Harmonisation of indirect tax rates
- » Taxation role play in groups
- » Private or public?: group exercise

Session 12: A brief history of money and the International Monetary System

- » Student presentation 8: The economics of EU peace-keeping
- » The motivations behind the setting up of the European Monetary Union
- » From the gold standard to Bretton Woods
- » Crashes and crises

Session 13: Economic and Monetary Union

- » The creation of the €, the Maastricht criteria and the Stability Pact
- » Post-Stability Pact instability

Session 14: The European Budget

- » EU budget income
- » EU budget expenditure
- » EU budget group exercise

Session 15: Conclusion and outlook

Assessment

25% - exam on Lobbying in the EU (sessions 7/8)

25% - student group presentation

50% - final written exam

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International Corporate Finance

Code: AEB406

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Dr Samir Ayoub, Dr. Geza Sebestyén, Dr. Alain Anquentil

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents:

The course will focus on "International Corporate Finance". It will explain the workings of financial markets, in general. More particularly, the most important issues of corporate finance, financial analysis and some of the general and special exposure of the investment policy of the firm. In addition, two sessions will be reserved to business ethics, in order to enable students to incorporate Corporate Social Responsibility within the financial policy of a company.

Course schedule

- Session 1: Financial reporting practices*
- » Legal framework
 - » Information disclosure: financial information and non financial information
- Session 2: The Balance Sheet*
- » Financial Condition
 - » Assets & Liabilities
 - » Stockholders' equity
 - » Study questions, Problems and Cases
- Session 3: The Income statement*
- » Earnings calculations
 - » Statement of stockholders' equity
 - » Study questions, Problems and Cases
- Session 4: Statement of cash flows*
- » Cash flow from operating activities
 - » Cash flow from investing activities
 - » Cash flow from financing activities
 - » Study questions, Problems and Cases
- Session 5: Ratio analysis*
- » Balance sheet analysis
 - » Income statement analysis
 - » Cash flow statement analysis
 - » Study questions, Problems and Cases
- Session 6: Financial reporting strategy of the firm*
- » Actors of the financial reporting activity
 - » Different way of reporting: classic means, new means
- Session 7: Asymmetric information and new accounting regulation*
- » Corporate governance and agency cost
 - » Accounting manipulation and fraud
 - » International finance and accounting harmonisation
- Session 8: Case studies and students presentation*
- Session 9: Fundamentals of valuation*
- » Purpose of valuation
 - » Valuation multiples
 - » Decomposition of multiples

- » Adjustments
- » Study questions, Problems and Cases
- Session 10: *Discounted cash flow model I*
 - » Value drivers
 - » Forecasting the cash flow
 - » Free cash flow measures
 - » Study questions, Problems and Cases
- Session 11: *Discounted cash flow model II*
 - » Terminal value
 - » Discount rate
 - » Adjustments
 - » Study questions, Problems and Cases
- Session 12: *Case Studies*
- Session 13: *Ethics (1)*
 - » General introduction to ethics: Moral psychology and normative ethics;
 - » Epistemology of Business Ethics: History and theoretical foundations
 - » Small cases and dilemmas
- Session 14: *Ethics (2)*
 - » Main topics and current trends in business ethics
 - » Application of business ethics to finance, auditing and management
 - » Case studies (to be prepared by students before the session)
- Session 15: *Conclusion*

Assessment

20% Assignment

30% Case study/student presentation of financial reporting strategy of a multinational firm

50% Final exam

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Strategic Management

Code: AEB407

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Neil Thomas / Vincent Lortsch

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents:

This course aims to refresh and update the students' understanding of management principles. It will serve to help students develop their own skills as future managers and identify features of excellent companies in which they would wish to work.

The first part of the course (N. Thomas) is a review of fundamental concepts of management and management processes. It is centred on the main functions of management such as planning, organisation, leadership and controlling.

The second and main part of the course (V. Lortsch) will be a business strategy simulation game which allows to apply the theoretical knowledge acquired in the first part of the course.

Course schedule

Session 1: Organisations and management
» The nature of Organisations & The function of managers

Session 2: Key theories of management
» Development, Change and Innovation

Session 3: Strategic Management
» Internal, external and competition diagnostics

Session 4: Essentials of Planning & Performance
» Generic strategy
» Modalities of development

Session 5-14: Notepad Business Game
» a competitive business simulation game in groups developing skills in strategic management

Session 15: Debriefing Business Game

Assessment:

60% - class participation, group project and business game report
40% final exam

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International Marketing

Code: AEB408

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr
Course instructors: Neil Thomas, Dr. Richard Sjolander
Teaching language: English
Total number of hours: 45
ECTS credits: 6

Course contents:

This course has two distinct parts:

Part One (Thomas, sessions 1 - 6, 12-14) gives an overview on recent trends of consumer behaviour in international marketing, with a special European perspective.

Part Two (Sjolander, sessions 7-11) provides an introduction into current Segmentation and Positioning.

Course schedule:

Sessions 1-2: The organising framework of consumer behaviour

- » An introduction to Consumer Behaviour
- » Consumers' Impact on Marketing Strategy
- » Marketing's impact on Consumers
- » Consumer Behaviour Research: an Overview
- » Introduction to Perception
- » Perceptual Selection
- » Interpretation: what things mean
- » The Learning Process and Marketing Applications of Learning Principles
- » The Role of Memory in Learning
- » The Motivation Process and Motivational Strength
- » Hidden motives
- » Needs and wants: do Marketers Manipulate Customers?

Session 3-4: Internal factors influencing European consumers

- » Attitudes
- » Predicting Behaviour
- » Changing Attitudes through Communication
- » The Message and Persuasive Communications
- » Perspectives on the Self
- » Personality and Psychographics
- » Consumption and Self-Concept
- » Sex Roles and Body Image
- » Consumers as Problem Solvers
- » Recognition of Problems and Evaluation of alternatives

Session 5: External factors influencing European consumers

- » A short overview of the European context during the last century: Evolutions in *consumption* (West vs East)
- » The environmental influencers that affect European buyers
- » Culture and elements of culture – language, education, religion, values, pop culture, history, climate, environment, material life.
- » The new cultural models.
- » Cross-cultural consumer behaviour in Europe
- » Group processes and opinion leadership
- » Trend hunting and analysis
- » Consumer situations

- » Managerial implications - Case studies and exercises
- Session 6-7: *Consumers and sub-cultures*
 - » Cross-cultural Consumer Behaviour
 - » Reference Groups
 - » Conformity
 - » Word of Mouth Communication
 - » Opinion Leadership
 - » Organisational Decision-making
 - » The Family as a Decision-maker
 - » Consumer Spending and Economic behaviour
 - » Social Class and Sub-cultures
 - » Ethnic and Racial Sub-cultures
 - » Age Groups and Consumer Identity
 - » Children and Mature Consumers
- Session 8-12: *Segmentation and Positioning*
- Session 13-14: *Lifestyles, the Consumer and Culture*
 - » Culture and Consumption
 - » Myths and Rituals
 - » The Creation of Culture
 - » The Fashion System
 - » Lifestyles and Consumption choices
 - » Lifestyle Marketing
 - » Geographic Influences on Lifestyles
 - » Global Marketing and Culture
 - » The Future of Consumer Behaviour
 - » The Dark Side of Consumer Behaviour
 - » What's in Store for Consumers and Marketers?

Assessment:

40% - Final written exam on sessions 1-6+12-14 (Consumer behaviour)

30% - student group presentations (1 in each section)

30% - case study reports (Segmentation and Positioning) & an essay question

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Intercultural Communication

Code: AEB409

Course coordinator:	Dr Thomas Hoerber Office 923 – Direct phone +33 241 73 57 75 E-mail: thomas.hoerber@essca.fr
Course instructors:	Dr Albrecht Sonntag, Dr. Marie-Noëlle Cocton
Teaching language:	English
Total number of hours:	45
ECTS credits:	6

Course contents:

In a globalised economy each actor is increasingly likely to work in multinational teams and the students' experience in the Angers European Business Semester is both a vivid illustration of this fact and fore-taste of communication and collaboration challenges in future professional situations, in which intercultural awareness and communication skills are essential assets.

The course aims at helping students make sense of their own cross-cultural experience by providing them with tools to analyse and decode critical situations, raising their awareness of behaviour patterns in multinational groups and developing their skills and strategies to deal with situations resulting from cross-cultural interaction.

The course begins with an introductory seminar spread over the first week of the semester, which helps students develop initial awareness and get off to a good start into their multicultural semester experience. The lectures spread over the other semester weeks are completed with a one-day debriefing seminar at the very end of the semester.

Course schedule

- Sessions 1-5: Introductory seminar on cross-cultural awareness
 (These five sessions all take place in the first week of the semester)*
- » Simulation game and discussion
 - » The concept of communication (theories and applications)
 - » barriers to efficient intercultural communication
 - » Language and interculturality: film "One day in Europe" and discussion on linguistic diversity and communication / English as globalisation's lingua franca
 - » Professional communication: international expectations and cultural factors in communication performance / Global standards: the case of PowerPoint
 - » Global standards of methodology: expectations towards academic work
- Session 6: Globalisation discourse / The dialectical nature of the globalisation process*
- » History of the globalisation concept
 - » Drivers of cultural globalisation
 - » Theories of cultural convergence and divergence
- Session 7: Definitions of culture*
- » Historical evolution of the concept of culture
 - » Culture and subcultures in the identity formation process
- Session 8: National culture and its imprint on contemporary identity formation*
- » Use and abuse of hetero-stereotypes and auto-stereotypes
 - » The salience of national culture in the individual identity formation process
 - » Collective memory
- Session 9: Nationalism and its impact in a globalised world*
- » History and development of the nation-state
 - » Classical and contemporary theories of nationalism
 - » The role and function of national symbols
- Session 10/11: Dimensions of culture*
- » Critical incidents and attribution (case studies)
 - » The need for reliable parameters for measuring cultural difference
 - » Overview on research findings on cultural dimensions

Session 12: Values and value change

- » Values and value change
- » Ethnocentrism
- » Theories of adaptation and psychosocial adjustment strategies

Session 13: Multi-cultural teamwork

- » Potential of multicultural teams
- » Emotions and conflicts
- » Task strategies and process strategies for successful multicultural teamwork

Sessions 14-15: Debriefing seminar

- » Wrap-up of the semester: individual and collective analysis of critical incidents encountered over the semester and skills acquired.

Assessment:

20 % - multiple choice test on major concepts of intercultural communication

20 % - first short essay on subject-related topic

20 % - second short essay on subject-related topic

40 % - intercultural analysis case study

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European Retailing

Code: AEB410

Course coordinator: Dr Thomas Hoerber
Office 923 – Direct phone +33 241 73 57 75
E-mail: thomas.hoerber@essca.fr

Course instructors: Dr Jacques Boulay, Dr Brigitte de Faultrier

Teaching language: English

Total number of hours: 45

ECTS credits: 6

Course contents

Students must be familiar with core marketing concepts such as the marketing process, strategic and operational marketing and market information. No specific prerequisites in retail marketing. Participants must be at least in their 3rd or 4th year of studies.

This course is of interest to students seeking a career in retailing or sales. It also provides a good knowledge of the European retail sector and of how retailers market their brand for students who will join manufacturers as brand or category managers, visual merchandisers or trade marketers and who will face retailing problematic on a daily basis. On completion of this course, students will have a good understanding of how a retailer builds its marketing strategy based on consumer and shopping behaviours. They will understand the different steps to develop a retail concept from store design to financial ratios. They will develop analytical, creative and communication skills through the group project.

Starting with an overview of the Western European retail sector and of the strategies of some of its leading brands, *European retailing* gives students the opportunity to discover and practice retail marketing and retail management through a hands-on approach. The objective is to give students a thorough understanding of how European retailers build and implement their marketing strategy in a highly competitive environment.

Course schedule

The course is taught in 15 sessions of 3 hours each.

	Module 1 - European retailing
Session 1	<i>History of retailing and retail formats</i>
Session 2	<i>Expansion strategies and modes of entry in foreign countries</i>
Session 3	<i>European retailing and retailers</i>
Session 4	<i>French retailing and retailers</i>
Session 5	<i>Field visit</i>
	Module 2 - Retail marketing : an entrepreneurial perspective
Session 6	<i>Shopping behaviour</i>
Session 7	<i>Store concept</i>
Session 8	<i>Visual merchandising and store layout</i>
Session 9	<i>Branding strategy</i>
Session 10	<i>Assortments selection and management</i>
Session 11	<i>Students' group project presentations</i>
Session 12	<i>Pricing strategy</i>
Session 13	<i>Communication strategy</i>
Session 14	<i>Financial ratios</i>
Session 15	<i>Students' group project presentations</i>

Assessment

Students will be evaluated through the group project they will work on during the semester.

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French Language

Code: AEB411

Course coordinator:	Dr Thomas Hoerber Office 923 – Direct phone +33 241 73 57 75 E-mail: thomas.hoerber@essca.fr
Course instructors:	Mireille Le Clère
Teaching language:	French
Total number of hours:	45
ECTS credits:	6

Course contents:

French language on three different levels. A test at the beginning of the semester decides which level each student will follow. All levels are comprehensive courses in which participants assimilate and practice the French language through the practice of the four fundamental skills: listening, speaking, reading, writing.

Level 1

- » Level 1 group welcomes beginners who never studied French before or just picked up a few words and very short basic sentences. Depending on the overall composition of the semester group, they may be mixed with some so-called “false-beginners” (see below)
- » The objective is to provide students with necessary skills and confidence to cope with everyday situations. The focus is on oral communication especially with regards to the ability to live and “survive” in France. Participants deal with practical topics such as talking about themselves, family, work, weather, hobbies, personal experiences. Concerning grammar emphasis is laid on the correct use of the tenses (past, present, future).

Level 2

- » Level 2 welcomes intermediate learners of French and so-called “false beginners”, i.e. students with incomplete language skills whose skills were acquired several years ago and have been and partly forgotten since. Level 2 “false beginners” are expected to know past and future tense.
- » The aim of level 2 is to develop a competence in relating more personal experiences and opinions, working on oral and written activities relating to social activities, pastimes, practical life and generally more complex situations. Conversation skills focus on social and cultural issues, media, etc. Grammar is studied further and includes complex syntax structures. The overall contents are defined according to the demands and needs of the group.

Level 3

- » Level 3 welcomes advanced learners of French. Students mainly exercise their ability to converse in French. The course offers an opportunity to revise, practise and develop what has been previously acquired. Students are expected to master perfectly the basic tenses.
- » The aim is to enable participants to express arguments, recount events and develop an increasing awareness of register and degrees of formality, through the practice of the following skills : listening comprehension of spoken French (pronunciation / contraction / vocabulary / grammar), oral expression on contemporary subject matters, written comprehension and expression are improved through self-study homework. A major aim of this course is to develop each student's confidence in engaging in fluent conversation with French native speakers.

Course schedule:

Language courses will usually be organised in 90-minute sessions all throughout the semester. For all three groups, self-study work is strongly encouraged and necessary for progress.

Assessment:

Continuous assessment at regular intervals through the semester. Tests are organised in a way to assess the student's improvements throughout the term. They are based on the knowledge of new vocabulary and grammar issues and are mainly written tests. Oral skills are assessed during group activities.

Different types of activities and resources are used to motivate participants to converse. These will range from role-plays based on everyday situations to debates (according to the level).

Regular and uninterrupted class attendance is indispensable.

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