

“International Business” Certificate

Director :

Catherine Deffains-Crapsky, PhD., Associate Professor of Finance, University of Angers

Co-directors :

Krista Duniach-Smith, PhD., Associate Professor of Marketing, University of Angers

Dominique Peyrat-Guillard, PhD., Associate Professor of Human Resource Management, University of Angers

Mission :

The “International Business” Certificate of the Faculty of Law, Economics, and Management offers a deep knowledge about International affairs, particularly in Europe. Today, the European Union, with 27 member states in 2008, is now experiencing its most important growth ever. Understanding one of the world’s largest economic markets is absolutely vital to U.S. students of International Business and Management.

Goals :

- > The Certificate curriculum provides students with the skills necessary to understand and to work in the enlarged and diversified European Market.
- >The program develops an International, and then, European focus, a cross-cultural approach to business management for effective decision making in Multinational Corporations as well as in U.S. based companies with ongoing operations in Europe or in European companies, the command of specialized management skills, the understanding of the complex relationships between Europe and the rest of the world.
- >The “International Business” Certificate, as a complement to a U.S. Bachelor’s degree in “Business Administration” or in “International Business”, contributes to the training of global business leaders in an international, dynamic and diverse environment.

Student Learning Outcomes :

“International Business” Certificate graduates are expected to be able to :

- Understand the problems and opportunities resulting from European forces impacting business management in the world.
- Communicate and interact effectively in a global environment.
- Function effectively as members and leaders in multicultural teams.
- Integrate European perspectives in business-related decision making.

Requirement :

Applicants to the “International Business” Certificate must have:

- a Bachelor’s degree in “Business Administration or in “International Business”, or/and significant work experience in a company,
- a coherent professional career project,
- a sincere interest in French culture and language.

Deadline for Application :

The application deadline for the Fall semester is May 1^{rst}.
The application deadline for the Spring semester is October 15th.

Organization :

The "International Business" Certificate is proposed:

- > either on the Fall semester (October-December), with a concentration in "Corporate Finance, Law and Strategy"
- > either on the Spring semester (January-March), with a concentration in "Marketing and Investment" or in "Human Resource Management"

Curriculum :

Fall Semester : "International Business : Corporate Finance, Law and Strategy"

Courses	Contact hours	ECTS Credits
Core :		25
- Corporate Finance and Investment	30 h	6
- International Business Law	24 h	5
- International Contracts	18 h	3
- Introduction to International Marketing	20 h	4
- French and European Culture	36 h	7
Elective :		5
- Business Strategy	24 h	5
- International Economics (not available in Fall 09)	20 h	5
Total	148 or 152 h	30

Spring Semester : "International Business: Marketing and Investment"

Courses	Contact hours	ECTS Credits
Core :		25
- International Consumer Behavior	35 h	7
- Managing International Marketing Channels	10 h	2
- International Marketing (not available in Spring 09, replaced by an elective)	30 h	5
- International Portfolio Management	20 h	4
- French and European Culture	36 h	7
Elective :		5
- Globalization and financial markets	30 h	5
- International Product Management	30 h	5
Total	161 h	30



Spring Semester: " International Business: Human Resource Management"

Courses	Contact hours	ECTS Credits
Core : UE- MIRH- 41 : International HRM policies	70	12
- Human Resource Management	14	4
- Expatriation : social security and tax aspects	14	2
- Ethics and social responsibility	14	2
- Intercultural management	14	2
- Organizational behavior	14	2
Core : UE-MIRH-42 : Lectures	51	8
- Motivations at work	6	1
- New developments in career management	6	1
- International career experience	6	0.5
- The European social dialogue	6	1
- Relocation services	3	0.5
- HRM and international marketing	6	1
- Management Resources Planning	6	1
- HR policies : strategic issues and best practices	6	1
- International Business Environment	6	1
- Dissertation	30	10
Total	151 h	30



Course descriptions :

Fall Semester: " International Business: Corporate Finance, Law and Strategy "

Courses	Contents
<p>Core :</p> <ul style="list-style-type: none"> - Corporate finance and investment - International Business Law - International Contracts - Introduction to International Marketing - French and European Culture 	<p>The firm is analyzed in terms of investment decisions and financing decisions. After a presentation of investment appraisal methods and of the Capital Asset Pricing Model, the required rate of return on investment and shareholder value are analyzed.</p> <p>The main purpose of this lecture is to make students understand the major differences between international and European laws concerning trade issues in the field of: contracts, anti-trust, insolvency, etc... Despite some common points, the European legal system is wholly independent and based on specific goals. Those differences appear clearly with a comparative study as the lecture should evidence it</p> <p>The seminars' purpose (part I) is to give students access to international contracts they should practice later on in their career, on a theoretical basis and practical basis as well. Among those contracts: contracts in general, international sale, representation, documentary credit, guarantee on first demand, international lease and factoring. Then (part II), students will have to study cases and solve them with an adequate argumentation.</p> <p>This course is aimed at applying general marketing principles to the complex international context of globalization. Primary areas of interest are international marketing research in culturally diverse environments and local adaptation of marketing strategy in terms of products, prices, communication and distribution.</p> <p>The aim of this course is to give students an understanding of the cultural environment in Europe in order to manage multicultural teams.</p>
<p>Elective :</p> <ul style="list-style-type: none"> - Business Strategy - International Economics 	<p>This course uses an interactive approach to learning business strategy and aims to develop analytical and practical skills in business management</p> <p>This lecture is based on an overview of the international environment with a specific focus on the stock markets and the banking system in Europe.</p>



Spring Semester: " International Business: Marketing and Investment "

Courses	Contents
<p>Core :</p> <ul style="list-style-type: none"> - International consumer Behavior - Managing International Marketing Channels - International Marketing - International Portfolio Management - French and European Culture 	<p>Based on behavioral theories, class discussion and case studies, this course is designed to provide students with a framework for analyzing and understanding consumer behavior not only from a psychological perspective, but also from an inter-cultural point of view. Emphasis is placed on buying behavior, consumer satisfaction and loyalty, and cross-cultural analysis.</p> <p>Theoretical and operational approaches are used to analyze entry mode choice and international marketing channels in global business networks.</p> <p>This course is aimed at applying general marketing principles to the complex international context of globalization. Primary areas of interest are international marketing research in culturally diverse environments and local adaptation of marketing strategy in terms of products, prices, communication and distribution.</p> <p>This course is intended to present the most important themes of portfolio analysis in the international context such as the risk-return trade-off and the asset allocation that are the primary determinants of the investment portfolio.</p> <p>The aim of this course is to give students an understanding of the cultural environment in Europe in order to manage multicultural teams.</p>
<p>Elective :</p> <ul style="list-style-type: none"> - Globalization and financial markets - International Product Management 	<p>This course is intended to present the concept of globalization and the evolution of financial markets the last 20 years. Moreover, this course offers a treatment of derivative security markets and foreign exchange markets which are the major sources of financial innovation.</p> <p>The aim of this course is to give students an understanding of product management in the context of globalization and will discuss implementing the best techniques in a diverse environment.</p>



Spring Semester : "International Business: Human Resource Management »

This semester aims at providing students with a proficiency in Human Resources, combined with the opportunity to broaden their international knowledge and perspectives so as to enable them to take up a variety of positions pertaining to the function.

Courses	Contents
Core : UE- MIRH- 41 <i>International HRM policies</i>	The objective of this unit is to train students in HRM concepts and practices. After a review of the fundamental principles of HRM, each of the key HRM bases is examined in an international perspective: expatriation, ethics, intercultural management and organizational behavior.
Core : UE-MIRH-42 <i>Lectures</i>	This unit is intended for students to acquire human resource competencies in an international context, based on lectures given by professionals of the HR function. These lectures favour learning and knowledge transfer.

Assessment of Knowledge

Article 1 : General Organization

The Certificate is organized by semesters. The assessment for a semester of teaching is done through final examinations and, for certain subjects, through various forms of continuous assessment (written and oral tests, reports, papers...).

Examinations take place at the end of each semester: in December for the first or Fall semester and in March for the second or Spring semester. There are no make-up exam sessions for students who have failed.

Article 2 : Class Attendance

Attendance of classes, which consist of lectures and seminars, is mandatory. Any student who misses a class must provide a justification to the professor within a week of the absence.

Article 3 : Penalties for Failure to Attend Classes

For all courses of the Certificate, any student who is absent for more than one class without valid justification will be excluded from the exam for the course in question.

Article 4 : Justified Absences

In cases of justified absences for more than two classes, the student must complete his assignments for continuous assessment in the manner indicated by the professor responsible for the group.



Article 5: Examination Procedures

During exams, students must respect the following rules :

- 1) Students must bring their student cards; identities will be verified at the beginning of the examination session.
- 2) Students who bring more than the necessary writing instruments and the documents or materials authorized by the professor responsible for the subject to be tested will not be admitted.
- 3) Students must sit in the places assigned. Any refusal will result in the cancellation of the examination for that particular student.
- 4) Students must ensure that their cell phones are turned off.
- 5) Any examination candidate who wishes to leave the room must leave his or her exam paper with the person proctoring the examination session. The proctor will indicate, in the space provided, the time of the student's departure and return.
- 6) No student is allowed to leave the exam session during the first hour.
- 7) No candidate will be admitted to the exam room more than 30 minutes after the beginning of the examination.
- 8) At the end of the examination session, each candidate must put a check beside his/her name on the attendance lists provided for that purpose before submitting his/her examination paper.

The applicable disciplinary penalties in cases of fraud or attempted fraud are:

- 1° Warning
- 2° Nullification of the exam

The proctor must remind students of the provisions of this article at the beginning of each exam.

Article 6 : Missed Exams

In cases of non-justified absences from exams, students will be assigned a grade of zero for the exam in question. A student who misses an exam, and who believes that his or her absence can be justified, must inform the examination services of the reasons for the absence within 2 days of the exam. If the examination jury accepts the justification, the student must repeat the missed exam.

Article 7 : Grading of Courses

All tests are included, according to their weighted value, in the calculations for the final grade for the Certificate.

Article 8 : Assigning Honors

The averages which permit the assignment of honorable mentions are as follows:

- passing: an average greater or equal to 10/20 and less than 12/20
- good: cum laude-: an average greater or equal to 12/20 and less than 14/20
- very good : magna cum laude-: an average greater or equal to 14/20 and less than 16/20
- excellent-suma cum laude-: an average greater or equal to 16/20

Article 9 : Rules for Receiving the Certificate

The courses taught in the Certificate are assigned ECTS (European Credit Transfer System: a European system of credit transfer). The credits assigned are defined in the tables outlining the subjects to be covered by the Certificate. The Certificate will be awarded when all the courses composing the Certificate are completed and a final grade equal to at least 10 out of 20 is assigned. The final grade is obtained by calculating the grade and weight assigned to each course of the program. Successful completion of the Certificate confers the number of credits assigned.

Article 10 : Jury

A jury is appointed for the Certificate. The jury deliberates at the end of each semester. It confirms the grades for each subject and for the Certificate itself.

