

COURSE CURRICULUM 2017 - 2019 HED in International Trade

120
ECTS
credits



Module	Content	Hours	Semester
Researching and monitoring foreign markets	<ul style="list-style-type: none"> International marketing : marketing approach structure and operation of markets, marketing plan, marketing monitoring, market research, export analysis, international expansion strategy, international expansion support networks, introduction to different international legal frameworks Geopolitics : geopolitical environment, main geopolitical zones Written communication Sales management tools : descriptive statistics, time management. 	150 hours	1
Business computing	<ul style="list-style-type: none"> Components and functionalities of a computer configuration Data retrieval techniques Professional usage and functionalities of office automation system software Electronic communication tools Databases Data protection 	75 hours	1 2
Canvassing and following clientele	<ul style="list-style-type: none"> International marketing : international marketing plan, segmentation, target marketing, positioning, international exploration, international supply policy, overseas presence strategy, international communication policy, intellectual property protection, international distribution agreements. Interpersonal communication Sales management tools : balance sheet, income statement, operating cycle, working capital, stock turnover, performance ratios, operating reports, elements of sales activity monitoring, budgets 	150 hours	2 3
Cross-cultural management and communication	<ul style="list-style-type: none"> Group communication Management of cross-cultural organisations : basic concepts of cross-cultural analysis, cross-cultural communication and negotiation, socio-cultural approach, managerial culture and practice. 	50 hours	1 2
Negotiation-selling (in French and foreign languages)	<ul style="list-style-type: none"> Price-fixing: component elements of price Presentation of offer Negotiating techniques International trading agreements International sales contracts 	125 hours	3 4
Management of import-export operations	<ul style="list-style-type: none"> Techniques of international commerce : logistics, incoterms, methods of transport, documentary administration of international operations, payment instruments and techniques, financing methods for current transactions, intra-Community transactions, operations with third countries, risk management, legal framework of international transport. Purchasing : buying function, internationalisation of purchasing and sourcing, preparation of buying negotiation, buying monitoring tools 	220 hours	1 2 3 4

Module	Content	Hours	Semester
English and Language B : Spanish, German or Italian	<ul style="list-style-type: none"> Everyday commercial language : distribution, advertising, company organisation, export documents, business correspondence. Basic economic language : production, consumption, growth, markets and stock market, company alliances, employment, human and social problems Organisation and techniques of international commerce : transport, Customs, trade fairs, currencies, international agreements, setting up overseas. Study of realities and civilisations : economic and socio-cultural approach, market research, negotiation. 	150 hours in English and 150 hours in language B	1 2 3 4
General culture et expression	<ul style="list-style-type: none"> Reading and studying all types of documents and texts. Oral and written expression : oral communication, spoken language, information, documentation, drafting a message, written language. Study of precise topics 	100 hours	1 2 3 4
General Economics	<ul style="list-style-type: none"> Coordination of economic decisions by exchanges Creation of wealth and economic growth Wealth repartition Financing of economic actions The economic policy in the European framework 	100 hours	1 2 3 4
Company management	<ul style="list-style-type: none"> Starting up and running : setting up and management, finalising, mobilisation and evaluation, management and decision-making. Devising a strategy : defining a strategic approach, drawing up a strategic analysis, making strategic choices. Adapting the organisation : choosing a structure, development of the organisation. Mobilising resources : mobilising human resources, optimising technological resources and knowledge, finalising activities. 	100 hours	1 2 3 4
Law	<ul style="list-style-type: none"> Individuals at work Structures and organisations The contract, support of the company's activity Immaterial in economic relations Companies faced to risks. 	100 hours	1 2 3 4
Company work placements	<ul style="list-style-type: none"> Canvassing training period : 10 to 12 weeks among which at least 4 abroad. Import-export operations management placement - : 4 weeks, in France or abroad 		2 4

Total : 1470 teaching hours + 14 to 16 weeks work placement