



UNDERGRADUATE BUSINESS COURSES IN ENGLISH

International trade and export management (I.T.E.M.)

Export Marketing Management (E.M.M.)



Université de Bourgogne

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Université de Bourgogne (uB) opens one of its outstanding professional Bachelor's degrees to exchange students. This in-company course, combining academic knowledge and operational skills were, until very recently, closed to foreigners as this nationwide scheme receives heavy governmental subsidies. We are pleased to inform our partner universities that the government has now agreed to open the in-company programs to non-nationals.

The Marketing Department of the Auxerre campus of Université de Bourgogne has developed expertise in international trade, in particular with small businesses. We are therefore glad to announce that from September 2011 onward, our in-company Bachelor in Export marketing will welcome exchange students.

Two paths are offered:

- exchange students with poor - or no - French skills, will matriculate in International Trade and Export Management (I.T.E.M.).
- students with fairer skills in French will matriculate in the Bachelor of Export Marketing Management (E.M.M.).

GENERAL DESCRIPTION

▪ Objectives

This uB degree course in Business management aims at providing small businesses with managers expert in international trade with a dedication to the strategic use of market information. This tuition-free program welcomes exchange students who will thus combine academic theories with in-company practice.

In these two courses, aware that SME's play a key role in the creation of national growth and in maintaining social cohesion, we focus on the defensive and offensive policies to be implemented in times of globalization in SMEs in particular. Business and marketing intelligence therefore lie at the core of these two academic, professional-oriented programs.

ACADEMIC ORGANIZATION

The academic disciplines are common to both programs (see below). Both degree courses are organized in ten academic weeks of blocked classes (35 class hours per week).

ITEM students (semestrialized program)

Semester 1 (early September - late January): students are required to follow all lectures and seminars. 5 weeks during Semester 1. The remaining time is dedicated to three tutored projects:

- an academic research project related to an international trade issue
- a team tutored project on the international development of a local company
- a study case related to the setting up of a company abroad

The intensive course of French for ITEM students is mandatory.

Semester 2 (early February - early July): exchange students leave for their five-month placement. This placement is paid € 430 per month as French law stipulates. During this placement period, students will need to come back to University for three academic weeks. In early July, students will be expected to hand in a report and make a defense of their professional activity.

- **Target audience:** exchange students from partner universities who validated at least 120 ECTS (or equivalents) in their home university or completed two years.
- **Prerequisite:** A2 level expected. Taking a summer French course at your home university is highly recommended.

In July, students are awarded the I.T.E.M. Diploma of Université de Bourgogne.

EMM students (year-long program)

- The semesters are distributed in the same way as above. Students will sign a regular job contract. They spend 9 months in their host company. In March, they hand in a project conducted in their host company. In July, they present a report of their year round work in front a jury of academics and professionals.
- **Target audience:** This year-round in-company program is open to students equipped with lower intermediate French skills and a real motivation to progress.

In July, students are awarded the Bachelor degree in Export Marketing and Management. Students are paid € 880 per month for EMM students (tax free).

Expected profile

This professional program is open to all our partner universities' business students. A good command of French is not a primary prerequisite as long as students are strongly motivated. The fall semester is an adjustment period both in terms of environment and language. This is even truer for exchange students with no skills in French.

Regional companies appreciate hosting foreign students. However, a professional attitude and real motivation, a real will to learn and progress are the qualities they - and we - expect to find with the candidates to these courses.

We reserve the right to withdraw any student whose behavior might reveal incompatible with the program.

Disciplines

SEMESTER 1	SEMESTER 2
International Business Law	International Business Law
Cross cultural management	
International prospection	International prospection
French SL	French SL
Economic intelligence	
International negotiation	International negotiation
Selling and purchasing techniques	Selling and purchasing techniques
Behavioral communication	Project management
Commercial communication	Team management
International marketing	International marketing
Business English	Geopolitics
Tutored project 1	
Tutored project 2	Internship+dissertation+defence

	English
	French

The course of International business law may be waived on the condition that students can provide the proof that they already completed a similar course at their home university.

Placement policy for exchange students

WE FIND THE COMPANY FOR THEM

Exchange students are provided thorough assistance. We find the host company for them after matching the sector of their choice with the local existing possibilities. All administrative procedures are free of charge.

FULL SUPERVISION FOR A SAFE EXPERIENCE

They are supervised both by a company tutor and a member of the Faculty of the Institute of Technology of Dijon-Auxerre, Université of Bourgogne (uB).

NO HOUSING TROUBLE FOR A CAREFREE STAY

They are housed in university flats. Their placement exceeding 3 months, they will be refunded 25% of their monthly rents.

A UNIVERSITY-SPONSORED PROGRAM: A TRUE GARANTEE

They are placed in regional Bourgogne companies and are protected by an official University Agreement signed by them, the company and the Institute of Technology. As the program is a uB sponsored, university level program, most exchange students can transfer credits back to their home university.

LANGUAGE POLICY

Even though fluency is not required, companies expect students to progress in French for them to be able to socialize after some time.

EASY CONNECTIONS TO AUXERRE

Daily train connections from and to Paris are many (75minutes). Connections from the Paris airports (Orly and Charles de Gaulle) to Auxerre are excellent.

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