



A real international experience

BA (Hons) Global Business Top-up

The global business environment is complicated with constant pressure for businesses to globalise, overcome cultural barriers and accept high levels of risk in some markets.

This course aims to provide students with an understanding of the challenges of international business including the areas of finance, marketing and human resources and of the strategic issues facing global organisations.

Why choose this course?

If you choose this course you could benefit from:

- A diploma fully accredited by Coventry University, "the UK best modern University 2014"
- A BA recognized worldwide and by the French ministry of National Education - equivalent to a L3 (180 ECTS). It will enable you to apply to any Master degree or "Ecole de Commerce" in France or all over the world
- A team of English speaking lecturers/tutors from the professional business world
- A permanent interactive link with Coventry University through the latest Information Technology
- Small classes led by academics with extensive industry experience

L'environnement commercial mondial est complexe et les entreprises doivent aujourd'hui affronter la mondialisation, surmonter les barrières culturelles et accepter parfois de prendre de gros risques sur certains marchés.

Cette formation a pour objectif de donner aux étudiants les moyens de comprendre les défis du commerce international dans les domaines de la finance, du marketing et des ressources humaines, et d'appréhender les questions stratégiques auxquelles doivent faire face les groupes internationaux.

Pourquoi choisir cette formation?

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- D'un diplôme reconnu dans l'Espace Européen de l'enseignement Supérieur (L3-180 ECTS), vous permettant ainsi de poursuivre en Master et Grandes Ecoles en France et ailleurs
- De cours dispensés par des enseignants anglophones en lien avec le monde professionnel
- Des ressources pédagogiques de Coventry University via les dernières technologies web
- D'un enseignement en groupe de taille humaine pour vous permettre d'être accompagné dans vos projets personnels et professionnels
- D'une pédagogie dynamique et innovante basée sur des études de cas et un système de "coaching"

Modules include

Term 1 30 ECTS

Developing Business skills

The aim of this module is to ensure students have a clear understanding of the requirements of the final year of undergraduate study and provides them with a range of skills that will enable them to navigate their programme of study with the greatest chance of success.

Business Research Methods

This module gives students the methods and a methodology for undertaking a piece of research in the business or management fields.

International Business Strategy

This module aims to provide students with an understanding of the challenges of international business and of the strategic issues facing businesses.

International Marketing Strategy

Students are introduced to the various aspects of international marketing with the principal objective of developing the skills to identify, analyse and solve problems encountered in the development of international marketing strategies.

Term 2 30 ECTS

Work-based Project

We encourage all students to apply for workplace projects which are relevant to their studies and, if possible, match their career aspirations.

International Human Resource Management

This module provides students with an overview of Human Resource Management and how they can apply the key concepts in their own work contexts and the contingencies affecting it. They will be equipped with a critical understanding of the key human resource management processes, including the recruitment and selection of staff, their training and development, and the ways in which their performance can be assessed and rewarded.

International Investment Analysis

Students will identify the opportunities and risks arising from foreign market exposure of companies. They will be introduced to a number of theoretical concepts and analytical tools to enable them to make an informed decision about an investment in a foreign business venture. They will also explore the issues, risks and uncertainties with which international business managers struggle.

www.coventry.renasup.org



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Durée de la formation

30 semaines réparties en 2 semestres

Début de la formation

Octobre


Conditions d'admission

Titulaires d'un BAC+2 — 120 ECTS
(DUT, BTS, CPGE, Universités...)
Bon niveau d'anglais.



www.icof.fr
04 78 15 00 60





A real international experience

BA (Hons) **Global Marketing** Top-up

This course is designed to enable students to acquire knowledge of marketing theories and concepts in the international context. Students will also receive training in the skills and techniques that will enable them to apply theory in the global workplace.

Students will be able to develop a critical understanding of international marketing and the skills required to identify, analyse and solve problems encountered in the development of international marketing strategies.

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Cette formation a été conçue pour permettre aux étudiants d'acquérir des connaissances théoriques en marketing international. Ils auront également l'occasion de les mettre en oeuvre dans le cadre de situations pratiques afin de mieux se préparer aux attentes du marché du travail international.

Les étudiants sauront être en mesure de développer une compréhension critique du marketing international et acquérir les capacités requises pour identifier, analyser et résoudre les problématiques liées aux stratégies marketing internationales.

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Advanced Marketing Strategy

Drawing on strategic marketing concepts and theories underlying the development of plans and controls for longer-term strategic purposes, students will study the skills required to design, implement and administer a marketing strategy.

Marketing Communications

This course aims to provide insights into how the media planning function works and students will learn how to produce communication campaigns that deliver business and marketing objectives.

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www.slsb.fr/lycee
04 72 98 23 30



A real international experience

BA (Hons) Hospitality and Tourism Management Top-up



Hospitality and Tourism are two of the world's fastest growing industries. This course provides students with a foundation in business and management to help them succeed in this sector.

Exploring the impact of hospitality and tourism activities in a range of international contexts, students are provided with the knowledge and skills sought by employers in this rapidly evolving industry.

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L'hôtellerie et le tourisme font partie des secteurs connaissant aujourd'hui la plus forte croissance. Cette formation offre aux étudiants les bases de la réussite dans ce secteur dans les domaines du commerce et du management.

En explorant l'impact des activités liées à l'hôtellerie et au tourisme dans divers contextes internationaux, les étudiants vont développer les connaissances et les compétences recherchées par les employeurs dans un secteur en plein essor.

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Term 2
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International Hospitality Operations Management

Providing students with an understanding of the skills, techniques, technology and management issues involved in hospitality operations.

International Tourism Destination management

Students will develop an understanding of the complex range of business and management strategies for tourism businesses. Students will develop a critical awareness of the need for a holistic approach to tourism destinations and its complexities, whilst making extensive use of international case studies.

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www.tezenas.org
04 77 92 11 40

