

UBO

Université de Bretagne Occidentale

iUT

Quimper

COURSE SYNOPSIS

2024-2025



LIST OF COURSES

French as a foreign language	2 ECTS
International Strategic Monitoring	3 ECTS
International Sales and Marketing 1	3 ECTS
International small business creation & financing	3 ECTS
Study & selection foreign markets Global Brand 1 & 2	8 ECTS
International Marketing & Purchasing	5 ECTS
Logistics & Supply chain management	5 ECTS
Procurement & supply management	5 ECTS
International Law	4 ECTS
Events Organisation	3 ECTS
Business English	3 ECTS
2nd Foreign language (advanced level)	2 ECTS
3rd Foreign language (beginner level)	1 ECTS

Winter term : Beginning of September to mid-December

Spring term : Beginning of September to mid- April

French as a foreign language

2 ECTS

Bachelor Year 1

Code : GCOF112

18 hours

Winter term

Language : French

The course covers the topics

During FLE classes, students learn to talk about various topics, such as cultural aspects and current news, in a friendly atmosphere. Courses are tailored to students' level of French and some aspects taught at the IUT such as communication, sales, marketing and management might also be tackled during FLE.

In a nutshell, FLE classes will be a great opportunity to learn, practise and improve your French, whether spoken or written !

Professor : Anne DE MILLERET



International Strategic Monitoring



3 ECTS

Bachelor Year 2

Code : GCAR310I

14 hours

Winter term

Language : English

The course covers the topics

Globalization is everywhere. If a company wants to remain competitive in the long term, it must constantly know what is happening in other markets; either to enter new markets or to protect themselves from competition from new markets. Strategic monitoring of companies and international monitoring, being a mixture of several different techniques and means, is essential in the modern business world in all sectors and types of activity. The class will contribute to the development of the following skills: to define and understand strategic monitoring and international economic intelligence; to determine the decision-making problem of an international company and more.

Examination

Individual Assessment Written exam 70%, oral participation 30%

Professor : Ronja NIELSEN

International Sales & Marketing 1

3 ECTS

Bachelor Year 2

Code : GCAR311I

14 hours

Winter term

Language : English

The course covers the topics

Purchasing is today a main factor in success and impact on costs in any business. As these operations become more complicated with globalization, consumers are demanding transparency. This requires a transparent but honest marketing strategy, which will even result in a suitable marketing strategy. Topics covered include: Purchasing in complex situations: technical specifications and functional specifications, international purchasing negotiation, contractual management, management and monitoring of the supplier relationship (including supplier evaluation); Quality purchasing, certification and standardization approach; Purchasing marketing: definition and approach of purchasing marketing, segmentation; Definition of needs to adjust demand to supply; Interaction with suppliers with the aim of progress; and more.

Examination

Individual Assessment Oral participation 30%; Group evaluation Group case study 30%; Individual Assessment Written case study 40%

Professor : Hervé SALKIN



International Small business creation & financing

3 ECTS

Bachelor Year 2

Code : GCAS31I

12 hours

Winter term

Language : English

The course covers the topics

How do entrepreneurs finance their businesses? You and your team have a young business that has shown traction in the marketplace. You need to expand to survive. Pitch your business to a panel of native English speaking business angels – for their financial support, but also their knowledge and expertise in growing businesses to multi-million pound companies.

Examination

Participation, oral pitch.

Professor : Jennifer FORD



Study & Selection foreign markets Global brand 1 & 2

8 ECTS

Bachelor Year 2

Code : GCAS32I

30 hours

Winter term

Language : English

The course covers the topics

A well-known and successful French brand wants to plan their international expansion. You will work in a small group to research the domestic market, and the international markets and decide together on the best launch strategy that will enable your brand to be a global success.

Examination

Report and group presentation.

Professor : Jennifer FORD



International Marketing & Purchasing

5 ECTS

Bachelor Year 3

Code : GCOR515I

20 hours

Winter term

Language : English

The course covers the topics

This module will cover three important considerations when organisations expand into foreign markets.

First, we will look at how organisations can effectively and efficiently target the 'best' country to enter. Then based on the analysis and research done looking into the country we will show how to make suitable recommendations to the management team regarding the market entry strategy to employ. Finally, we will consider the impact of the choice of country and market entry strategy on the domestic marketing mix.

Examination

Assessment is case based on a Breton company starting the process of expanding into Central and South America. Students will outline the process that the organisation should go through to maximise the chances of success. It can be in any written form the student chooses limited to 1000 words.

Professor : Ronja NIELSEN



Logistics & Supply chain management

5 ECTS

Bachelor Year 3

Code : GCOR514I

20 hours

Winter term

Language : English

The course covers the topics

Chapter 1 : Basics: From logistics to supply chain management

- Definitions : Humanitarian logistics, event logistics, industrial logistics, etc.; Supply Chain; Supply Chain Management
- Objectives of logistics: a management tool, a sales argument, a source of productivity
- Place of logistics in the company/organization
- Different types of logistics: upstream/downstream/internal/returns
- Different types of flows: physical, information, financial
- Constraints/difficulties: Exp. Bullwhip effect

Chapter 2: Inventory management

- Definitions, types of stock: maximum, safety, warning, average stock
- Usefulness of stocks
- Procurement policies
- ABC method

Chapter 3: Production Management

- Definitions
- Scheduling techniques: GANTT
- Just-in-time, 5S method, push/pull flows, KANBAN tool

Examination

Group work : course supplement

3 themes : E-logistics ; Reverse logistics ; Traceability

Submission of report (electronic version) + Oral presentation

Report : Theoretical part (Basic concepts, Definitions, Challenges, Benefits, Limits, Actors, tools...) + Case studies (Case study of a company, organization...Interviews, documentary research...)

Continuous assessment : Reactick game + ABC Exercice + Exam

Professor : Meriam KARAA



Procurement & Supply management



5 ECTS

Bachelor Year 3

Code : GCOR511I

21 hours

Winter term

Language : English

The course covers the topics

Examination

Professor : Ronja NIELSEN

International Law



4 ECTS

Bachelor Year 3

Code : GCOR513I

18 hours

Winter term

Language : English

The course covers the topics

- How does the law affect the business world - international trade
- Import/export - France's most popular imports, trade barriers, terms used eg tariff, quota.....
- Import/export challenges between Europe and France since Brexit.
- Different countries Different legal systems - how businesses can think about which country's legal system might regulate their activities
- Contracts - why so important in business today?

Activities include

Discussion in groups/class; reading articles; videos; vocabulary work - crosswords, Business law basic vocab; Comprehension; Group presentations eg 'If you agreed to be a distributor in your country for a brand of sport shoes, manufactured abroad, what terms and conditions would you expect to discuss before signing a contract.

Examination

There are 2 parts to the evaluation

- Written evaluation - comprehension, vocabulary
- Presentations (8 mins) - to choose a topic covered in class, research an area which they are interested in BUT it must include aspects of International Law and language eg Copyrights in the music Industry.

Professor : Jane MANNING

Events organisation

3 ECTS

Bachelor Year 3

Code :

15 hours

Winter term

Language : English

The course covers the topics

Examination

Professor : Béatrice LE GALES-GARNETT



Business English



3 ECTS

Bachelor Year 3

Code : GCOR506

15 hours

Winter & Spring term

Language : English

The course covers the topics

As customers and consumers are becoming increasingly aware of how companies trade, brands know that ethics plays a key role in how they are appreciated and perceived.

Five intensive sessions to learn more about Ethics and Corporate Social Responsibility through activities, short debates, teamwork and presentations.

Examination

Professor : Estelle PRIMOT

2nd Foreign Language (Advanced level)



2 ECTS

Bachelor Year 3

Code : GCOR406

18 hours

Winter & Spring term

Language : German or Spanish

The course covers the topics

Examination

Professor :

3rd Foreign Language (Beginner level)

2 ECTS

Bachelor Year 1

Code : GCOR406

18 hours

Winter term

Language : Italian

The course covers the topics

Examination

Professor : Cristina FARIGU

