

# IIBM

ENGLISH-TAUGHT  
COURSE

UNDERGRADUATE  
FALL SEMESTER  
| 30 ECTS |



The International Industrial and Business Management (IIBM) semester is aimed at international students in the final year of their Bachelor's degree and is only available in the fall semester (semester 5: end of August to end of December). All the subjects are taught in English and the classes are a mix of both international and French students in order to enhance the intercultural experience for everyone.

# INTERNATIONAL INDUSTRIAL & BUSINESS MANAGEMENT



**INCLUDED:  
A BUSINESS  
GAME WITH 3  
EUROPEAN  
PARTNER  
UNIVERSITIES**

# CURRICULUM

# 2024-2025



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## INTRODUCING IIBM

In today's competitive job market, graduates are required not only to be skilled within their specific field, but also to have a variety of other skills and knowledge which will enable them to work with others in a professional environment.

By proposing subjects such as 'Business and Intercultural Communication' and 'International Management', the semester addresses these issues as well as teaching students the importance of key functions within a company such as 'Project Management', 'Quality Management' and 'Supply Chain'.

The link with local companies is also important, so students have the opportunity to participate in company visits, observe production process first-hand and also do a group project using real data. The management of a company's finances and how to manage innovation strategically is also studied.

### Fact Sheet

216 hours (+ French/ second language)

Bachelor's degree level  
university diploma

Annecy-le-Vieux campus

**Prerequisites:** 120 ECTS in Business or Engineering. For students from other fields or at Master's level, please contact us by email.

English taught course:  
B2/upper-intermediate

# CURRICULUM

## UE 1 - Company Organization 72 hrs    10 credits

### 01- Economy & Finance

- Financial risk management 16 hrs    2 credits
- Economy 16 hrs    2 credits

### 02- Industrial Management

- Supply chain management & ERP 20 hrs    3 credits
- Management & improvement using quality 20 hrs    3 credits

## UE 2 - Creativity and Innovation in Companies 108 hrs    12 credits

### 03- Product & Service Innovation

- Strategic innovation management 20 hrs    3 credits
- Introduction to product design 24 hrs    3 credits

### 04- Managing International Projects

- Managing and monitoring projects 20 hr    2 credits
- Business game: blended international project 44 hrs    4 credits

## UE 3 - International Business Communication 76 hrs    8 credits

### 05- Teams in an Intercultural Environment

- Team building - communication tools 20 hrs    2 credits
- Team management & interculturality 16 hrs    2 credits

### 06- Foreign Language

- Option 1: French as a foreign language (International students) 40 hrs    4 credits
- Option 2: Two second languages (2\*20 hrs) (French students) 40 hrs    4 credits



# SYLLABUS

International Industrial and Business Management Semester  
UE 1: Company Organization

Economy & Finance

2 ECTS x 2 = 4 ECTS

Module Coordinators: Mr. Nicolas Billod, Mr. Julio Rueda

## Educational Aims:

This module aims to enable the student to:

- Identify and describe the challenges European companies are facing in a globalized economy.
- Understand the key concepts and methodologies for risk management
- Be able to define a risk matrix for an industrial project or a company

## Learning Outcomes:

On completion of the module, the student is expected to be able to:

- L01: Better assess the risks and opportunities of European companies in the globalized market
- L02: Understand how new challenges are shaping current and future industrial policies
- L03: Understand how and why companies are adapting their strategies to preserve and create market power

### Syllabus: Financial Risk Management

Introduction, key concepts and main methodologies for risk assessment (4 hrs)

By selecting 4 use cases (industrial projects or companies), students by group will perform the full risk management process guided through specific lessons:

- Defining risk universe (2 hrs) – Group A presentation
- Defining the assessment methodology (2 hrs)- Group B presentation
- Performing the assessment (2 hrs) – Group C presentation
- Visualization and risk matrix presentation (2 hrs) – Group D presentation

Final use case risk matrix presentation by Group (6 hours)

### Syllabus: Business and Industrial Economy

The aim of this course is to understand how current economic challenges are changing the context in which firms operate, with a focus on the European market. The question of how context influences market structures and business strategies will be studied. The way in which institutions and policies adapt to these new challenges and the consequences for business will also be addressed.

The course will be based on some theoretical elements, but more importantly on practical and empirical case studies, which will enable a better understanding of the current economic challenges for business.

### Assessment Method(s), percentage breakdown and duration of exams:

Examination		Coursework	
Type & duration	% of Module mark	Number & form	% of Module mark
1-hour written exam	12.5%	1 oral exam	12.5%
		1 <sup>st</sup> presentation	10%
		2 <sup>nd</sup> presentation	15%
1-hour written exam	12.5%	1 oral exam	12.5%

*Date of Last Modifications: August 28, 2023*

International Industrial and Business Management Semester  
**UE 1: Company Organization**

**Industrial Management**

3 ECTS x 2 = 6 ECTS

Module Coordinators: Dr. Julien Boissière, Mr. Paul Jones

**Educational Aims:**

This module aims to enable the student to:

- Understand the cross-functional integration in a supply chain, the strategy, the planning, the operation and the extension of logistics.
- Identify and describe the processes and the objectives of a Quality Management system as well as participate in its construction and improve the processes.
- Carry out an analysis of the existing situation regarding the safety and environmental aspects.

**Learning Outcomes:**

On completion of the module, the student is expected to be able to:

- L01: Make the personnel aware and accompany them in activities linked to quality (approach, processes, procedures, tools...).
- L02: Know how to map a process.
- L03: Use continuous improvement methods.
- L04: Analyze the company's quality management system (current state, approach and deployment, possible improvements and future objectives).
- L05: Understand and carry out a basic analysis of the flows in a company.
- L06: Be able to establish the criteria necessary for a procurement strategy.

### Timing: Supply Chain Management

*One on one = 18 hours of classes (regular classroom + tutorials)*

*Autonomy = 20 hours of teamwork on 2 assignments minimum*

Session 1: (3 hours)

Understand the global supply chain of a company. Basic vocabulary and concepts of flow management

Session 2: (3 hours)

Serious game based on flow management, randomness, bottlenecks...

Session 3: (2 hours)

General consideration on Supply chain. From production flow to supply chain management

Session 4: (2 hours)

The SCOR model (student assignment 1)

Session 5 & 6: (2 hours each)

Procurement basis, case study using AHP

Session 7: (3 hours)

Practical tools for Supply Chain performance

Session 8: (3 hours)

Project presentation (student assignment 2) + Exam

### **Assumed prerequisites:**

Basic knowledge of company organization and materials and operations management would be an advantage.

### **Bibliography / Main Textbooks:**

Meindl, Peter & Chopra, Sunil (2015). Supply Chain Management: Strategy, Planning and Operation

Lundesjo, Greger (2015). Supply Chain Management and Logistics in Construction

Mau, Markus (2016). Supply Chain Management  
ISO 9000 family of standards

### Syllabus: Supply Chain Management

- General facts and concepts about SCM
- Introduction to flow management and issues (Lean & MRPII)
- Modeling and understanding the Supply Chain (SCOR model, KPI, maturity of SC and organization)
- Procurement (strategy & supplier selection)
- Practical solutions (EDI/VMI/Multipick/MultiDrop/ Cross docking/ Fonctional Spinoff)

### Syllabus: Management and Improvement using Quality

- Seven basic quality tools
- Continuous improvement: PDCA and DMAIC, 8D problem-solving method
- Process mapping
- Auditing, Assessment
- ISO 9001 requirements
- Safety analysis
- Environmental analysis

### Assessment Method(s), percentage breakdown and duration of exams:

Examination		Coursework	
Type & duration	% of Module mark	Number & form	% of Module mark
One 1-hour exam	30%	At least 2 assignments (see Timing section for details)	20%
One 1-hour exam	15%	1 group work (quality tools)	10%
		1 audit report and oral	25%

*Date of Last Modifications: August 28, 2023*



International Industrial and Business Management Semester  
**UE 2: Creativity & Innovation in companies**

**Product & Service Innovation**

3 ECTS x 2 = 6 ECTS

Module Coordinators: Dr Elodie Manthé, Mr. Vincent Capponi

**Educational Aims:**

This module aims to enable students to understand the main issues of the management of innovation and to appreciate the relevant skills needed to manage innovation at both strategic and operational levels.

The management of innovation is one of the most important and challenging aspect of modern organization. Innovation is a fundamental driver of competitiveness, and it plays a large part in improving quality of life. Given this, it is essential that students understand the strategies, tools and techniques for managing innovation, which often requires a different set of management knowledge and skills from those employed in everyday business administration.

The course is structured around three main topics:

- 1) What is innovation and what are the searching strategies for innovation?
- 2) How can the firm organize internally to develop new products and services and best capture value from these innovations?
- 3) With whom should the firm cooperate to maximize innovation?

Patents: Looking up legal information and using them properly.

Another key aim is to give students an introduction to product design throughout a team project. Students will implement Product development design process to redesign and create a small object or product, answering to a specific customer need.

**Learning Outcomes:**

On completion of the module, the student is expected to be able to:

L01: Understand the definitions and concepts of innovation, invention and research and development

L02: Explore main models of innovation

L03: Identify opportunities and possibilities for competitive advantage through innovation

L04: Utilize tools of innovation management to map and measure innovative activities

L05: Understand how to capture value from innovation

L06: Understand how to nurture innovative capacity in the firm and how to build a creative organization

L07: Assess the benefits of collaboration for innovation

**Learning Outcomes: Introduction to Product Design**

L08: Experience a design thinking process

L09: Benchmark existing products and search patent

L10: Identify customer needs and market opportunities

L11: Lead functional analysis and write requirements specifications

L12: Generate innovating concepts

L13: Read technical drawing and 3D model a part and assembly using CAD Software and 3D print it

**Assumed prerequisites:**

The students should have some knowledge of business administration and management tools.

Basic knowledge of innovation and strategy would be an advantage.

## Course Outline: Strategic Innovation Management

### PART 1 – UNDERSTANDING INNOVATION

- 1.1. What is innovation and why does it matter?
- 1.2. Sources of innovation

### PART 2 – MANAGING INNOVATION

- 2.1. Innovative Organizations & Business Models
- 2.2. Developing new products and services

### PART 3 – COLLABORATING FOR INNOVATION

- 3.1. Open innovation and collaborative innovation
- 3.2. Innovation ecosystems and innovation communities

In each session, there will be an in-class, case-based exercise. Every student is expected to participate as the activity will be graded as a participation mark. Some presentations of articles or case studies may be required.

### PART 4 – PATENTS (4 hours)

Patent or not patent? What? How? Alternatives? National or European patents?

European patent: cost – filing – watching

Enforce European patents against infringers: Where? How?

→ Case studies & Simulation

## Syllabus: Introduction to Product Design

- Design thinking
- Product development process
- Functional analysis method
- Benchmark and patent search
- Concept generation using TRIZ method
- Brainstorming
- 3D modeling: Solidworks
- Company visit

## Bibliography / Main Textbooks:

The topics for class discussion are mainly based on the following course books:

- Tidd & Bessan (Wiley, 2014), Strategic Innovation Management (required reading)

Articles will be provided on the different topics of the course and will constitute a working basis (individual presentation of different articles).

International Industrial and Business Management Semester  
**UE 2: Creativity & Innovation in companies**

**Managing International Projects**

2 + 4 = 6 ECTS

Module Coordinators: Mr. Cyrille de Maillard, Dr. Elodie Manthé

**Educational Aims:**

The goal of this module is to:

- Enable students to know how to conduct a project with the relevant processes, tools and techniques.
- Apply project management techniques and intercultural skills in the context of a serious game on international branding with students from different partner universities.

**Learning Outcomes:**

On completion of the module, the student is expected to be able to:

- L01: Develop the relevant project management plan
- L02: Identify the project manager's responsibilities (communication, skills, ...)
- L03: Manage stakeholders
- L04: Develop the project schedule
- L05: Create the cost management plan
- L06: Create the risk register
- L07: Be able to work in a multi-cultural team
- L08: Structure a project at a distance
- L09: Create an international branding plan

**Assumed prerequisites:**

A first overview in project management would be an asset to handle the deep review of the most common processes used in project management.

**Bibliography / Main Textbooks:**

A Guide to the Project Management Body of Knowledge (PMBOK® Guide)—  
Fifth Edition  
ISO 21500:2012 Guidance on project management

### Syllabus: Managing and monitoring projects

- Initiating/ Planning/ Executing/ Monitoring & controlling/ Closing phases
- Project management plan
- Stakeholders analysis
- PERT and GANTT schedules
- Work Breakdown Structure (WBS)
- Communication methods and technologies
- Cost performance baseline
- Management and contingency reserves
- Probability & impact matrix

### Syllabus: Serious game: International Branding project

- Market research classes, then the market study phase in the students' respective countries (4 European universities including IUT Annecy)
- Bringing together of the results and working on them during a week where the students will be physically in the same location: presentation to the key stakeholders at the end of the week.
- Virtual conference: Final essay and oral presentation of the results obtained.

### Assessment Method(s), percentage breakdown and duration of exams:

Examination		Coursework	
Type & duration	% of Module mark	Number & form	% of Module mark
Two-hour multiple-choice self-assessment	12.5%	Participation	12.5%
		Presentations	12.5%
		Pitch to key stakeholders Case studies	25%
		Final essay	25%

*Date of Last Modifications: August 28, 2023*



International Industrial and Business Management Semester  
**UE 3: International Communication in Companies**

**Teams in an Intercultural  
Environment**

2 ECTS x 2 = 4 ECTS

Module Coordinators: Ms. Carole Cretinon, Ms. Stephanie Vibrac

**Educational Aims:**

This module aims to enable the student to:

- Learn how to work in a team
- Learn & make the most of intercultural differences
- Understand and apply the keys to a successful presentation
- Pitch yourself, your company, your product
- Become aware of cultural differences and integrate intercultural communication into professional team projects such as advertising strategies.

**Learning Outcomes: Team Building – Communication Tools**

Short description of the different sessions (Sessions of 2 – 3 -4 hours, your choice)

From session 1 to 4, the goal will be to prepare the students:

1/ What is a successful presentation

- How to Start a Presentation Strong and Powerfully
- Effective Public Speaking Skills & Techniques to Master
- Improvisation & presentations

2/ Tools to become more efficient with the exercise

- Effectiveness of Communication: the rule of 93 vs 7
- The Five Dimensions of Persuasion: Logos - Ethos - Pathos
- Mind mapping

**Learning Outcomes: Team Management & Interculturality**

- L01: Understand the outcomes of interculturality
- L02: Know how to improve cross-cultural communication within a team
- L03: Know how to improve communication with international partners, clients, and customers
- L04: Design advertising strategies to promote a product abroad

**Syllabus : Team Building – Communication Tools**

- Getting to know each other
- TED Talk – Procrastination and its dangers
- Introduction to Mind mapping & Speech
- Pitch Yourself / ‘Entrepreneur Elevator Pitch
- Negotiation
- Getting ready for Salomon Company visit – introduction to a job interview...

**Syllabus : Team Management & Interculturality**

- Hofstede’s theory of interculturality: the 6 dimensions of culture (2 hrs)
- Cross-cultural communication within a business organisation (2hrs)
- International communication: Global and Local Advertising + technical tools (4 hrs)
- Group project: teamwork and assessment (4 + 3 hrs)

**Bibliography / Main Textbooks:**

Hofstede, Geert (March 1993). Cultures and Organizations: Software of the Mind

Fried, Jason. The Golden circles

Pecha Kucha. Story telling

The mind map book: How to use Tony & Barry Buzan Process Com Management

**Assessment Method(s), percentage breakdown and duration of exams:**

Examination	
Type & duration	% of Module mark
Two-hour multiple-choice self-assessment	12.5%

Coursework	
Number & form	% of Module mark
Participation	12.5%
Presentations	12.5%
Pitch to key stakeholders Case studies	25%
Final essay	25%

*Date of Last Modifications: August 28, 2023*

International Industrial and Business Management Semester  
UE 3: International Communication in Companies

Foreign Language

4 ECTS

Module Coordinator: Mr. Paul Jones

**Educational Aims:**

This module will enable the student to continue their second language within the semester via the Annecy site Language Centre evening classes or, as an international student, with the French as a foreign language classes with ACCENTS. The French students will have to combine their technical and linguistic knowledge in an intercultural project.

**Learning Outcomes:**

On completion of the module, the student is expected to be able to:

- L01: Attain the CEFR level expected, according to the level of class the student joins
- L02: Be aware of and be sensitive to intercultural issues when presenting a project in a language other than his/her own
- L03: Understand the issues when working with people from the countries of the language studied

**Assumed prerequisites:**

Ideally, the student should have already studied the second language for several years and attained a minimum of A2. However, a beginner level in some languages is possible, but the module content will be adapted accordingly.

**Bibliography / Main Textbooks:**

To be defined

Examination	
Type & duration	% of Module mark
1 One-hour written exam	50%
1 Oral presentation	50%

*Date of Last Modifications: August 28, 2023*





# IUT ANNECY

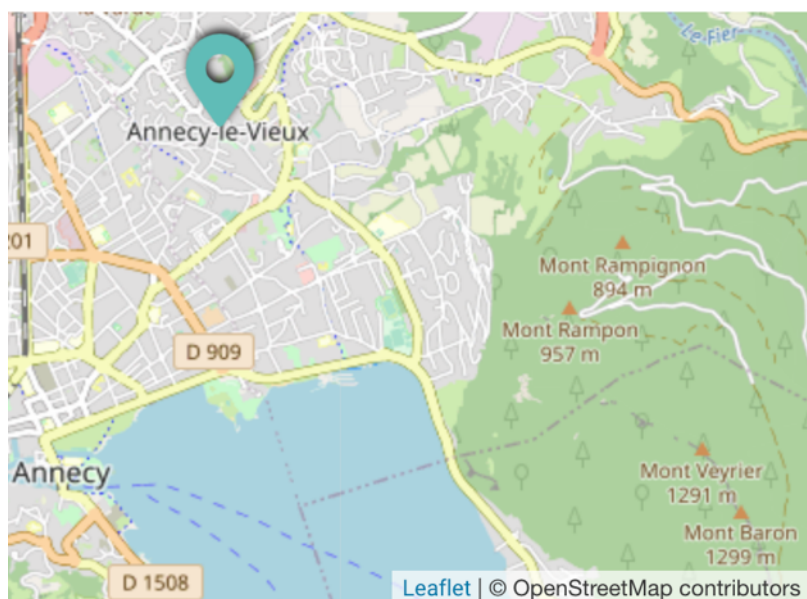
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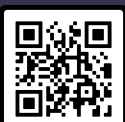
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