

# 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

### INNOVATION WEEK:

START Here, INSPIRE  
Everywhere



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# CURRICULUM

# 2026 - 2027



## 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.

This semester addresses these issues by looking in depth at topics such as 'Team management' and 'Interpersonal skills' through the lens of multiple forms of intelligence. Key functions within a company, such as 'Corporate Social Responsibility', 'Quality Management' and 'Supply Chain' are also studied.

The link with local companies is also important, so students participate in company visits, observe management processes first-hand and do group projects on contemporary topics. In addition to developing rounded professionals, a special emphasis is placed on innovation and how to manage it.

### Fact Sheet

220 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 language requirements:  
B2/upper-intermediate

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## IUT Annecy - USMB

With 2,800 students, 24 Bachelor's Degrees, and 9 departments, IUT Annecy stands out as a dynamic and innovative institution. As one of the 7 schools of Université Savoie Mont Blanc (USMB), it offers a high-quality education that combines academic excellence with strong industry connections.

As a key player in higher education in Haute-Savoie region, IUT Annecy thrives in a dynamic ecosystem, collaborating closely with leading companies of the French Alps. Thanks to its solid industry network and specialised programmes, it has naturally established itself as the ideal partner for training experts and specialists in the IT industry.

**14,500**  
students

**1,400**  
staff members

**240**  
PhD students



**18**  
research labs

**1** enterprise club

**1** foundation

**1** universitas  
montium

Membre  
de l'alliance  
européenne



# CURRICULUM

## UE 1 – Company Organization

**8 credits**

### 01- Master Data Management & A.I.

- Part 1 - The use OF A.I.,
- Part 2 - A.I. "The Augmented Professional".

3 credits

### 02- Industrial Management

- Quality Management: System/Tooling
- Supply Chain , ERP and Visit

2 credits

3 credits

## UE 2 - Creativity and Innovation in Companies

**10 credits**

### 03- Innovation Management

- Strategic Innovation Management
- Quality Management: Sustainability Transition - CRS

2 credits

2 credits

### 04- Managing International Projects

- Managing and Monitoring Projects
- Introduction to Art & Responsible Innovation

2 credits

4 credits

THE INNOVATION WEEK: START Here, INSPIRE Everywhere

## UE 3 – International Business Communication

**12 credits**

### 05- Teams in an Intercultural Environment

- Team-Building & Communication Tools
- Team Management & Interculturality
- Three forms of Intelligence: EQ+SQ+CQ

3 credits

2 credits

3 credits

### 06- Foreign Languages

- Option 1: French as a second language
- Option 2: Two Second Languages (2\*20 hrs)  
(French-speaking students)

4 credits

# SYLLABUS

## 01- Master Data Management & A.I.

### Part 1 - The Use of A.I.

THE USE OF A.I. (this course does not focus on prompts or their mechanics)

Step 1: Encourage students to reflect on A.I.

- Tool: The game "A.I. Battle"
- Collective intelligence focus : Social and Environnemental issues

Step 2: Explore, practice, play, understand, learn...

Step 3: Based on all the reflections, create a striking visual – How to capture attention (creative impact)

- Tool: Run 5 prototypes simultaneously to be evaluated by people from the IUT

### Part 2 - A.I. "The Augmented Professional"

- Stage 1 - "The challenge of the augmented professional"  
The challenges and issues faced by young junior professionals
- Stage 2 – Exploration  
Prospective vision A.I. (2030)
- Stage 3 – Leading on A.I.

## 02- Industrial Management

### Quality Management: System/Tooling

This module aims to enable the student to use Quality tools and continuous improvement methods to resolve problems in all types of contexts. Once defined, the students will be able to identify root causes and then propose innovative solutions based on the analysis of problem-relevant data.

- What is quality ?
- Qualimetry and how to measure quality
- Seven basic quality tools
- Continuous improvement: DMAIC, 8D problem-solving method
- Quality problem-solving case studies

### Supply Chain Management, ERP & Visit

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

- General facts and concepts about SCM
- Introduction to flow management and issues (Lean & MRP II)
- 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/Functionnal Spinoff)

# SYLLABUS

## 03- Innovation Management

### Strategic Innovation Management

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 innovation
- 3) With whom should the firm cooperate to maximize innovation.

### Quality Management: Sustainability Transition - CSR

This module aims to give the student an introduction to how Quality Management Systems contribute towards the effective management and improvement of an organization. The student will gain a systematic view of how to guarantee quality in a company. Given the importance of climate change in today's world, there will be a particular focus on environmental management as well as on Corporate Social Responsibility.

- ISO 9001 & FD X50-818 requirements; document creation
- Process mapping
- Audits
- Introduction to Safety management
- Environmental management: ISO 14001 & environmental analysis
- Corporate Social Responsibility

## 04- Managing International Projects

### Managing and Monitoring Projects

By mixing practical and theoretical approaches, this course aims at providing students with the foundations of project management knowledge. It will put the students in a simulated project management environment and provide the knowledge and tools to approach and lead its development.

- Introduction to project management for digital events
- Planning digital events: objectives, scope, and deliverables
- Stakeholder management: engaging influencers, sponsors, and audiences
- Digital marketing and audience engagement strategies
- Risk management: mitigating technical and PR issues

# SYLLABUS

## Introduction to Art & Responsible Innovation - THE INNOVATION WEEK (Group Project)

This module aims to give the students an idea of the 'terrain' and create links between what they have done in the various modules during the IIBM semester and how that pans out in reality. This year, during the Innovation Week "START Here, INSPIRE Everywhere", Students will spend a full week immersed with professors, professionals, scientists in our Lab, students from other trainings and campuses, and artists, exploring how innovation thrives when we connect human creativity, community, and technology.

- Team Building
- Marketing study
- Conferences & round tables
- Project building
- Communication tools: flyers – Theatre and other surprises

## 05- Teams in an Intercultural Environment

### Communication for successful presentations

#### 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 Dimension of Persuasion : Logos - Ethos – Pathos
- Mind mapping
- Pitch Yourself / 'Entrepreneur Elevator Pitch
- Negotiation
- Getting ready for Salomon Company visit – introduction to a job interview...

### Team Management & Interculturality

This module aims to enable the student to become aware of cultural differences and integrate intercultural communication into professional team projects such as advertising strategies.

- Hofstede's theory of interculturality: the 6 dimensions of culture
- Cross-cultural communication within a business organisation
- International communication: Global and Local Advertising + technical tools
- Group project: teamwork and assessment

### Three forms of Intelligence: EQ+SQ+CQ

This module focuses on the three forms of intelligence (Cultural, Emotional and Social) as tools to help students become more self-aware, by identifying their strengths and develop strategies to progress in transversal skills. An emphasis will be placed on the use of metacognition for personal development and mobilizing the different aspects in a teamwork context.

- Introduction: What is Culture?
- Cultural Intelligence (CQ): structure and outcomes
- Emotional (EQ) and Social (SQ) Intelligence: structure and outcomes
- Application of the three forms of intelligence to teamwork and personal interaction during the semester
- Analyze a film with a strong element of Cultural and/or Emotional and/or Social Intelligence
- Research articles on the different forms of intelligence.
- Individual portfolio



## IUT ANNECY

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