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# ENGINEERING PROGRAMME

2023-2024

Year 3

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## Professional Option International Business Development

OP INGAFF

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PROGRAMME SUPERVISOR

Mark Julien BECK



ENGINEERING - OP INGAF

# Autumn Semester

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Course unit	ECTS Credits	Track	Course code	Title
UE 92	4	Core course	IAFIN IAMAR	Finance + Prospection and sales International Marketing

# Spring Semester

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Course unit	ECTS Credits	Track	Course code	Title
UE 102	1	Core course	IADRO IAPRO	Company Law and Negotiation Business Development Project

## ENGINEERING - OP INGAFF

Year 3 - Autumn Semester - Course Unit 92

# Finance + Prospection and sales [IAFIN]

*LEAD PROFESSOR(S): Mark Julien BECK*

### Objectives

#### Finance

To understand the financial issues related to international business development.

The course commences with a review of accounting basics and then examines the role of budgets particularly with respect to new projects. A portion of the course is devoted to project financing. This is followed by a look at the different ways of raising finance and the course concludes with a focus on the management of financial risk in the international market.

#### Sales and Prospection

The objectif of this course is to understand the role of an international business development manager including sales techniques, prospection and client relationships.

### Course contents

#### Finance

1. Accounting basics
2. Budgets - definition, forecasting, follow up and reporting
3. Project finance
4. Corporate finance - the role of investment banks, raising equity and debt
5. Managing financial risk in the international market

This course is taught entirely in English by a native speaker.

#### Sales and prospection

- Module 1 : Introduction
- Module 2 : Sales techniques
- Module 3 : Prospection
- Module 4 : Client follow up

### Course material

### Assessment

Individual assessment: EVI 1 (coefficient 1.0)

LANGUAGE OF INSTRUCTION	ECTS CREDITS	LECTURES	TUTORIALS	LAB	PROJECT	EXAM
English	2	25 hrs	6 hrs	0 hrs	0 hrs	1 hrs

## ENGINEERING - OP INGAFF

Year 3 - Autumn Semester - Course Unit 92

# International Marketing [IAMAR]

LEAD PROFESSOR(S): Mark Julien BECK

### Objectives

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To understand and elaborate marketing strategies related to international business ventures.

The course covers the criteria for developing an international activity, internal company audit and analysis, the different internationalisation methods and international product policy.

Each element of the course is illustrated by a case study. The students work in a group to present an analysis of a company of their choice.

### Course contents

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#### 1. Internationalisation strategies

Criteria for and factors influencing internationalisation

Company development routes

Stages of international development

Multinationals - types and organisation

Case study

#### 2. Internal and external analysis

Analysis of the business portfolio

Analysis of the value chain

The concept of competitive advantage

Competitive strategies

Case study

#### 3. Establishing an international presence - the different methods

Selection criteria

Different methods - indirect, exporter-subcontractor, agent, franchise, joint venture, salaried employees, local office, subsidiary, multinationalism etc

Case study

#### 4. International product policy

Segmentation, targeting, positioning

Technical product adaptation - standards, certification, protection of industrial property

Commercial product adaptation - name, range, brand, packaging, cultural and consumption habits

Product standardisation

Case study

### Course material

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### Assessment

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Individual assessment: EVI 1 (coefficient 1.0)

LANGUAGE OF INSTRUCTION	ECTS CREDITS	LECTURES	TUTORIALS	LAB	PROJECT	EXAM
English	2	14 hrs	18 hrs	0 hrs	0 hrs	0 hrs

# ENGINEERING - OP INGAFF

Year 3 - Spring Semester - Course Unit 102

## Company Law and Negotiation [IADRO]

*LEAD PROFESSOR(S): Mark Julien BECK*

### Objectives

#### Law

To be familiar with the basic legal concepts related to sales in an international context. To understand contractual compliance and resolution of disputes.

#### Negotiation

The aim of this course is to understand the phases of a negotiation process, the principle negotiation models and language related to negotiations. Various role plays are undertaken in class to practice these methods.

### Course contents

#### Law

Company Law  
International Sales Law  
Contractual performance  
Litigation

#### Negotiation

Principle negotiations models  
Phases of a negotiation process

### Course material

### Assessment

Individual assessment: EVI 1 (coefficient 1)

LANGUAGE OF INSTRUCTION	ECTS CREDITS	LECTURES	TUTORIALS	LAB	PROJECT	EXAM
English	0.5	24 hrs	8 hrs	0 hrs	0 hrs	0 hrs

## ENGINEERING - OP INGAFF

Year 3 - Spring Semester - Course Unit 102

# Business Development Project [IAPRO]

LEAD PROFESSOR(S): Mark Julien BECK

### Objectives

To give students the opportunity to work in small groups and in collaboration with an industrial partner on business development projects related to technological products or services.

### Course contents

Team project work in collaboration with an industrial partner.  
Each team develops a project plan for validation with the company.  
Regular progress meetings are held throughout the duration of the project - from October to March.  
Dedicated slots are set aside in the timetable for project work.  
Final report and presentation.

### Course material

### Assessment

Collective assessment: EVC 1 (coefficient 1)

LANGUAGE OF INSTRUCTION	ECTS CREDITS	LECTURES	TUTORIALS	LAB	PROJECT	EXAM
English	0.5	0 hrs	0 hrs	0 hrs	40 hrs	0 hrs