
ENGINEERING PROGRAMME

2024-2025

Year 3

Professional Option International Business Development

OP INGAFF

PROGRAMME SUPERVISOR
Anne-Françoise WEBSTER



ENGINEERING - OP INGAF

Autumn Semester

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

Spring Semester

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): Anne-Françoise WEBSTER

Requirements

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): Anne-Françoise WEBSTER

Requirements

None

Objectives

This course covers the core issues professionals face when moving into international markets. The key areas of culture, economic forces, political and legal issues, infrastructure, and language will be the focus of the course. Key issues, including the marketing mix, the basics of international marketing strategy, and international markets, get specific focus. Students will work on a case study where they will need to introduce a product or service on a new market/country.

Course contents

Introduction to International Marketing
 Culture and language in International Marketing
 Global Trade and Integration
 Country Selection and Entry Strategy
 International Marketing Planning
 Markets and Segmentation in an International Context
 International Positioning
 Market Research in the International Environment
 International Product and Brand Marketing -
 International Pricing
 International Distribution: Exporting and Retailing
 International Sales Promotions and Public Relation

Course material

International Marketing by Daniel W. Baack, Eric G. Harris and Donald Baack.
 ISBN: 9781452226354

Assessment

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): Anne-Françoise WEBSTER

Requirements

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): Anne-Françoise WEBSTER

Requirements

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