

**SHAKE** THE FUTURE.



# ENGINEERING PROGRAMME

**PROFESSIONAL OPTION**

**INTERNATIONAL BUSINESS  
DEVELOPMENT  
AUTUMN SEMESTER**

# INTERNATIONAL MARKETS

INTERNATIONAL BUSINESS DEVELOPMENT,  
ENGINEERING PROGRAMME PROFESSIONAL OPTION  
AUTUMN SEMESTER

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*Professor: Frédérique Renard*

## Objectives

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

The course covers the reasons behind the and 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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## Keywords

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internationalisation, marketing plan, strategic tools, internal and external analysis

## Links with other programmes

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Professional Option in International Business Development

| LANGUAGE | ECTS CREDITS | LECTURES | TUTORIALS | LABO  | PROJECT |
|----------|--------------|----------|-----------|-------|---------|
| French   | *            | 0 hrs    | 24 hrs    | 0 hrs | 0 hrs   |

\* Successful completion of the three courses in the semester leads to the award of four ECTS credits.

# SALES AND NEGOTIATION IN INTERNATIONAL ENVIRONMENTS

INTERNATIONAL BUSINESS DEVELOPMENT,  
ENGINEERING PROGRAMME PROFESSIONAL OPTION  
AUTUMN SEMESTER

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*Professor: Julien Beck / Nicolas Guilloux*

## Objectives

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To be familiar with the main concepts involved in selling technological products and services: prospection phase, sales techniques and managing customer relationships.

To understand and use negotiation techniques in English.

## Course contents

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This course is divided into two main parts, the first part is taught in French and the second in English by a native speaker:

### 1. Sales and prospection techniques and customer relationships

- The role of a business developer and necessary skills for the position.
- Understanding the phases of the business cycle and a sales cycle,
- Prospection - methods, dealing with objections, preparing meetings
- Submitting a tender, sales proposal, negotiation, follow-up

This course is supplemented by workshops organised in conjunction with industry professionals.

### 2. Negotiation - language, techniques and strategies in English

- The main negotiation models
- Phases of a negotiation (preparation, building rapport, setting the agenda, making proposals and counter-offers, questioning, bargaining, conflict resolution, closing a deal).
- Common tactics (persuasion, pressure, manipulation)
- Traits and behaviours, negotiation styles
- Self assessment
- Roleplays

## Course material

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Getting to Yes. Roger Fisher and William Ury, Penguin Books 2011;

The Only Negotiating Guide Youll Ever Need. Peter B. Stark and Jane Flaherty, Broadway Books, 2003

## Keywords

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negotiating in English, sales, customer relationships, tenders, prospection

## Links with other programmes

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Professional Option in International Business Development

| LANGUAGE       | ECTS CREDITS | LECTURES | TUTORIALS | LABO  | PROJECT |
|----------------|--------------|----------|-----------|-------|---------|
| English/French | *            | 32 hrs   | 0 hrs     | 0 hrs | 0 hrs   |

\* Successful completion of the three courses in the semester leads to the award of four ECTS credits.

# FINANCE

INTERNATIONAL BUSINESS DEVELOPMENT,  
ENGINEERING PROGRAMME PROFESSIONAL OPTION  
AUTUMN SEMESTER

*Professor: Julien Beck*

## Objectives

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 significant portion of the course is devoted to project management and 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.

## Course contents

1. Accounting basics
2. Budgets - definition, forecasting, follow up and reporting
3. Project management and 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.

## Course material

## Keywords

accounting basics, management control, risk, financial instruments, decision making

## Links with other programmes

Professional Option in International Business Development

| LANGUAGE | ECTS CREDITS | LECTURES | TUTORIALS | LABO  | PROJECT |
|----------|--------------|----------|-----------|-------|---------|
| English  | *            | 21 hrs   | 0 hrs     | 0 hrs | 0 hrs   |

\* Successful completion of the three courses in the semester leads to the award of four ECTS credits.