Bachelor International

I.E.C.G.
Institut Européen de Commerce et de Gestion
International Bachelor in Business
Groupe Sup de Co La Rochelle
La Rochelle Business School

- Recognised institution in the French Higher Education System and AACSB accredited.
- IECG-Bachelor International and ESC Master-level programme are accredited by the French Ministry of Education and EPAS accredited.
- Member of the Conference des Grandes Ecoles.
- Certified by the AFAQ-AFNOR and has been managing the quality assurance standards of ISO 9001:2000.
Groupe Sup de Co La Rochelle

- 2800 Students
- 70 faculty members academically qualified
  - More than 20 different nationalities
- More than 150 lecturers and instructors professionally qualified
- More than 130 Partner Universities
  - Domestic
  - International
- More than 300 International students
  - More than 25 different nationalities
- Internships
  - A career service in each program
  - 700 placements abroad per year
Features of the Program

- Part of the Groupe Sup de Co La Rochelle
- Program launched in 1991
- **EPAS accredited** since February 2011
- **Four-year diploma** accredited by the French Government (Ministry of Higher Education) plus an equivalent diploma delivered by the partner institution.
  - 2 years in France (La Rochelle)
  - 2 years abroad (internship and study combination)
- Well-recognized program
  - Ranked 1st among the best 4-year programs in France (MOCI)
Features of the Program

- International Business Program *delivered entirely in English*
- more than 700 students overall
- more than 130 international students
- more than 20 different nationalities
- Semesters 5 and 6 are spent abroad to prepare a double-degree
  - partnerships all over the world (14 double-degree partnerships)
    - Germany, Spain, Italy, Poland
    - United Kingdom, Netherlands, Finland, Denmark
    - Mexico
    - China
- 52 weeks of compulsory internship
- Employment in a wide range of careers in both national and international contexts
Learning Goals

- Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks.
- Have a global perspective
- Be effective communicators (oral and written).
- Evaluate ethical issues as they relate to organizations and their corporate social responsibility
- Be able to effectively access and use information to research and solve business issues.
Structure of the Program

1st Year
- Semester 1: La Rochelle
- Semester 2: Humacité
- Semester 3: La Rochelle
- Semester 4: Internship abroad

2nd Year
- Semester 5
- Semester 6: Studies abroad

3rd Year
- Semester 7: Internship abroad
- Semester 8: La Rochelle

4th Year
- Semester 9: La Rochelle
- Semester 10: Internship abroad

2 Degrees - 240 ECTS
1 Academic Year Abroad
12 Months Internship
Structure of the Program

French Track or English Track available for the 1\textsuperscript{st}, 2\textsuperscript{nd} and 4\textsuperscript{th} Academic Years in La Rochelle

- **1\textsuperscript{st} year** to provide a solid grounding in business
- **2\textsuperscript{nd} year** to introduce to an international business context
- **3\textsuperscript{d} year** to experience international approaches of management in a partner University abroad
- **4\textsuperscript{th} year** to be familiar with strategic aspects of international business, and to carry out a project on a related topic
  - Marketing (taught 100\% in English)
  - International Business Management (taught 100\% in English)
  - Tourism (taught 100\% in English)
  - Purchasing and Logistics
  - Finance
Structure of the Program for Incoming Exchange Students

**Bachelor International**

**Double- degree**

- 60 ECTS courses
- + Thesis *(in La Rochelle or Home University)*
- + Internship *(monitored by La Rochelle or Home University)*

**Exchange Students Program**

- 30 ECTS of Courses per semester *(either taught 100% in English or in French)*
- 1 or 2 Language Courses *(French, Spanish, English, German)*

**2nd Year**

- 30 ECTS
  - Semester 3 Courses in La Rochelle
    - September - December
  - Semester 4 Courses in La Rochelle
    - January - May

**4th Year**

- 30 ECTS
  - Courses in La Rochelle
    - September - December
  - Option in La Rochelle
    - January - June
For Incoming Double-degree Students

- Two tracks are available in English
  - second year (semesters 3 and 4)
  - fourth year (semesters 7 and 8)

- Double Degree requirements:
  - 240 ECTS: 180 ECTS acquired in Home University plus 60 ECTS earned in La Rochelle Business School
  - Internship (at least 3 months in France or abroad; monitored either par Home University or La Rochelle Business School)
  - Dissertation (monitored either par Home University or La Rochelle Business School)
For Incoming Exchange Students

- Two tracks are available in English
  - second year (semesters 3 and 4)
  - fourth year (semesters 7 and 8)

- International students can be hosted for
  - one semester to gain 30 ECTS of Courses
  - one complete year to gain 60 ECTS of Courses
  - one complete year to prepare the Double-Degree
Courses – 2\textsuperscript{nd} year FALL semester

<table>
<thead>
<tr>
<th>MARKETING</th>
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<tbody>
<tr>
<td>Digital Marketing</td>
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<tr>
<td>International Marketing</td>
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<table>
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<tr>
<th>HUMAN RESOURCES - MANAGEMENT</th>
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<tbody>
<tr>
<td>Leadership and Management</td>
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<tr>
<th>ORGANIZATION - STRATEGY</th>
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<tbody>
<tr>
<td>International Trade Technics</td>
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<tr>
<td>International Economy &amp; Sustainable Development</td>
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<table>
<thead>
<tr>
<th>FINANCE - LAW - INFORMATION SYSTEM</th>
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</thead>
<tbody>
<tr>
<td>Managerial Accounting</td>
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</table>

+ Free Intensive French Seminar
+ language courses
+ personal & professional coaching
\textit{(for Double-degree students)}
Courses – 2\textsuperscript{nd} year SPRING semester

<table>
<thead>
<tr>
<th>MARKETING</th>
<th>+ Free Intensive French Seminar (for new exchange students)</th>
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</thead>
<tbody>
<tr>
<td>Export Challenge</td>
<td></td>
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<tr>
<td>Marketing Research</td>
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</table>

<table>
<thead>
<tr>
<th>HUMAN RESOURCES - MANAGEMENT</th>
<th>+ language courses</th>
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<tr>
<td>Cross-Cultural Management</td>
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<thead>
<tr>
<th>ORGANIZATION - STRATEGY</th>
<th>+ personal &amp; professional coaching (Double-degree students)</th>
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<tbody>
<tr>
<td>International Management of Organizations</td>
<td></td>
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<table>
<thead>
<tr>
<th>FINANCE - LAW - INFORMATION SYSTEM</th>
<th></th>
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<tbody>
<tr>
<td>Corporate Finance in an International Context</td>
<td></td>
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<tr>
<td>Quantitative Methods and Decision Making</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>INTERNATIONAL CULTURE</th>
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<tbody>
<tr>
<td>World &amp; European Institutions</td>
<td></td>
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<tr>
<td>Geopolitics &amp; Religions</td>
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### Courses – 4th year FALL semester

<table>
<thead>
<tr>
<th>MARKETING</th>
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<tbody>
<tr>
<td>Services Marketing</td>
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<tr>
<td>HUMAN RESOURCES - MANAGEMENT</td>
<td></td>
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<tr>
<td>People Management = Team Management</td>
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<tr>
<td>ORGANIZATION - STRATEGY</td>
<td></td>
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<tr>
<td>Project Management</td>
<td></td>
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<tr>
<td><em><strong>International Business In Europe</strong></em></td>
<td></td>
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<tr>
<td>FINANCE - LAW - INFORMATION SYSTEM</td>
<td></td>
</tr>
<tr>
<td>International Financial Management = Global Corporate Finance</td>
<td></td>
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<tr>
<td>European Law</td>
<td></td>
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<tr>
<td>INTERNATIONAL CULTURE</td>
<td></td>
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<tr>
<td>The Nation-State: Threats &amp; Survival</td>
<td></td>
</tr>
</tbody>
</table>

+ Free Intensive French Seminar

+ language courses

+ personal & professional coaching *(for Double-degree students)*
Courses – 4th year SPRING semester

- core module + choice between 5 Options -

Core Module

<table>
<thead>
<tr>
<th>Course</th>
<th>Language</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESEARCH (for specific Double-Degree students only)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Research methodology (English Track)</td>
<td>English</td>
<td>0</td>
</tr>
<tr>
<td>Dissertation</td>
<td>French/English</td>
<td>3</td>
</tr>
<tr>
<td>ORGANISATION - STRATEGIE / ORGANIZATION - STRATEGY</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Strategic Analysis Methods and Tools (English Track)</td>
<td>English</td>
<td>4</td>
</tr>
<tr>
<td>International Busines Game</td>
<td>English</td>
<td>5</td>
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<tr>
<td>CONSULTANCY PROJECT</td>
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<td>1</td>
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<tr>
<td>Capstone</td>
<td>English</td>
<td>1</td>
</tr>
</tbody>
</table>

+ Free Intensive French Seminar (for new exchange students)
+ language courses
+ personal & professional coaching (Double-degree students)
Courses – 4th year SPRING semester

**English Track**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td><strong>International Sales &amp; Negotiation</strong></td>
<td>16</td>
</tr>
<tr>
<td>International Business Negotiation</td>
<td>4</td>
</tr>
<tr>
<td>Brand Management</td>
<td>4</td>
</tr>
<tr>
<td>Key Account Management</td>
<td>4</td>
</tr>
<tr>
<td>Merchandising</td>
<td>4</td>
</tr>
<tr>
<td><strong>International Management</strong></td>
<td>16</td>
</tr>
<tr>
<td>Global Manager</td>
<td>4</td>
</tr>
<tr>
<td>International Human Resources Management</td>
<td>4</td>
</tr>
<tr>
<td>International Strategic Management</td>
<td>4</td>
</tr>
<tr>
<td>International Business Ethics</td>
<td>4</td>
</tr>
<tr>
<td><strong>Tourism</strong></td>
<td>16</td>
</tr>
<tr>
<td>Global Issues in Tourism</td>
<td>4</td>
</tr>
<tr>
<td>Tourism Services Design</td>
<td>4</td>
</tr>
<tr>
<td>Hospitality Management /or/ Events Management /or/ Destination Management</td>
<td>4</td>
</tr>
<tr>
<td>Revenue Management</td>
<td>4</td>
</tr>
</tbody>
</table>
### Courses – 4th year SPRING semester

**French Track**

<table>
<thead>
<tr>
<th>Achievements &amp; Supply Chain / Supply Chain</th>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjeux et management des achats</td>
<td>French 4</td>
</tr>
<tr>
<td>Achats et négociation internationale</td>
<td>French 4</td>
</tr>
<tr>
<td>Supply Chain et développement durable</td>
<td>French 4</td>
</tr>
<tr>
<td>International Supply Chain Management</td>
<td>English 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Finance &amp; Contrôle de gestion / Finance &amp; Cost Control</th>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance de marché</td>
<td>French 4</td>
</tr>
<tr>
<td>Techniques d'audit</td>
<td>French 4</td>
</tr>
<tr>
<td>Cost Management &amp; Control</td>
<td>English 4</td>
</tr>
<tr>
<td>Risk Management</td>
<td>English 4</td>
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</tbody>
</table>
Course Program

- **Business classes:**
  - 7 courses/semester
  - 27 seat hours/course + 3h final exam
  - 4 or 5 ECTS/course
  - Seminars (one module taught on 2 to 3 weeks, final exam at the end of the seminar)
  - Class time: From Monday to Friday from 7h30 to 21h45, sometimes classes on Saturday morning
  - Course description/Syllabus: each professor will provide it at the beginning of his/her class

- **Language classes:**
  - Intensive French Seminar: free at the beginning of the semester
  - 2 different languages per semester: French and Spanish/English/German
Rules and regulations

- **Evaluation system**
  - 30 to 60 ECTS in order to validate one semester or one year.
  - Grading from 0 to 20 points
  - All courses with \( \geq 10.00 \) will be validated. Courses with 7.00 to 9.99 will be validated ONLY if the block of courses (Business, Language, EDP) has an average \( \geq 10.00 \)
  - Languages and Internships must also be validated by a 10/20 grade

- **Course unit**
  - Continuous assessment: written reports, case-studies and exercises, presentation, individual or collective projects
  - Final exam
  - 1 « Conseil de classe », 1 Annual Examination Board, 1 Graduation Board
For Incoming Students

- Housing
  - La Rochelle Business School provides assistance for international students in finding accommodation in La Rochelle.
  - Accommodation options include living with a host family or living in student Halls of Residence.
  - Rents are affordable (350€ to 500€/month)
  - Reaching the school is very easy from every part of the town (walk, bikes, bus, electrical cars)
For Incoming Students

- Business Center
  - Career Counselling and needs assessment
  - Experience-based workshops: employment awareness and workplace skills, job search skills
  - Careers information (directories, booklets, etc) and connections to the alumni network across the globe
  - Computer access to the La Rochelle Business School updated job vacancy/ careers placement service
  - Information and contacts for working abroad
La Rochelle

- one of the safest city in France
- an exceptional number of days of sunshine
- the proximity of the islands of Ré, Oléron, Aix
- so much diversity and so many assets for a relaxed pace of life
An environmentally friendly town

Cheap rental bikes...... .....and electric cars

✓ 3rd most visited town in France
✓ Multicultural student town
✓ Medium sized (80,000 inhabitants), lively and friendly town
La Rochelle is...

Gastronomy: Gourmet food and seafood

3 hours from Paris by TGV (bullet train)

Close to Bordeaux wine, Cognac brandy country and Loire Valley Chateaux

Surrounded by beautiful beaches

Many national and international events
« Les Minimes » Marina

One of the largest European marina
The Program Team

Gary LINN
Directeur de Programme IECG – BI
Program Director

Catherine RIVOLO
Assistante de Direction Coordinatrice BI
Program Director’s PA

Delphine LAMI
Assistante Programme
Program Assistant

Martine SCHEID
Directrice des Etudes EDP
Director of Personal Development

Luminita GEORGESCU
Responsable Relations Internationale
International Relations Officer

Vanessa LE DU
Assistante Stages Expatriation
International Exchanges Registrar

Valérie CROSNIER
Assistante Vie Scolaire
Assistant Registrar

Jérémie SIPAK
Assistant administratif
Note: The contents of this document are as far as possible up to date and accurate at the date of publication. Changes and restrictions are made from time to time and the Business School reserves the right to add, to amend or withdraw courses and facilities, to restrict student numbers and to make any other alterations as it may deem necessary.