

ISAM 1

Course Catalogue

The fundamentals

(Semester 1)

Presentation of the Amiens Undergraduate Business School (ISAM)

The ISAM runs the Bachelor programme for the Amiens School of Management.

Founded in 1988, it offers middle management level training for students from the Picardie region and also provides training courses for small and medium-sized businesses. The school Diploma is recognized by the State, which renewed its endorsement of the qualification in 2004.

In 2007 there were more than 1000 ISAM alumni.

The ISAM trains generalists in Administration and Management and aims to give students the technical skills they need whilst at the same helping them develop professional behaviour.

The subjects taught are divided into four groups:

1. Mastering Languages
2. Understanding environments
3. Professional behaviour
4. Mastering management techniques

Students must get at least 10/20 in each group to validate a semester.

The first year studies concentrate on discovering the techniques, the tools and the languages used in companies. Students learn the fundamentals: introduction to financial reasoning, general accounting, computing, the basic concepts of marketing and human resource management, techniques for international trade, statistics and probabilities, mathematics for finance, basic production management techniques, sales techniques and managing the product/pricing policy.

The second year concentrates on the main functions in a company:

- marketing/sales,
- finance/management control,
- human resources,
- production,
- general policy,
- international business,

and the continual pursuit of acquiring technical skills.

In the third year students gain a more in-depth knowledge of company functions and they also have the opportunity to specialize. They can follow courses in French and in English.

Two types of specialization are offered : specializing in company functions - 3 choices:

- marketing,
- finance
- and international business (in English),

and specializing in specific business sectors in partnership with companies – 4 choices:

- Management and Customer Relations (with the Association Française de la Relation Clients),
- The hotel industry, hospitality and tourism (with the ACCOR group),
- Banking (with the Caisse d'Epargne),
- The supermarket or specialist superstore sector (with Mr Bricolage).

The groups 1 (languages), 2 (environment) and 3 (professional behaviour), are cross-disciplinary and concern the 5 main functions of the company (6 if one includes international relations as it also has a cross-departmental function within a company).

On the other hand, the courses in group 4 (management techniques), may be concerned more specifically with one of the company functions. The table below shows the general organisation of group 4 and indicates the period when the training is given.

	General company policy			
	Marketing	Finance	HRM	Production
Introduction to financial reasoning		I1 S1		
General accounting 1		I1 S1		
Computing	I1 S1	I1 S1	I1 S1	I1 S1
Marketing : the basic concepts	I1 S1			
Human resource management			I1 S1	
International commerce techniques	I1 S1	I1 S1	I1 S1	I1 S1
Statistics and probabilities	I1 S2	I1 S2	I1 S2	I1 S2
General accounting (2)		I1 S2		
Advanced computing	I1 S2	I1 S2	I1 S2	I1 S2
Mathematics applied to finance		I1 S2		
Production management techniques				I1 S2
Sales techniques	I1 S2			
Product/pricing policy management	I1 S2			
Laws and probabilities	I2 S1	I2 S1	I2 S1	I2 S1
Modelling of Information systems	I2 S1	I2 S1	I2 S1	I2 S1
Cost accounting 1		I2 S1		
Company accounting		I2 S1		
Personnel management			I2 S1	
Tax		I2 S1		
Marketing : Studies and research	I2 S1			
Sampling and statistics	I2 S2	I2 S2	I2 S2	I2 S2
Databases	I2 S2	I2 S2	I2 S2	I2 S2
Cost accounting 2		I2 S2		
Company cash management		I2 S2		
Financial analysis		I2 S2		
Advertising and communication	I2 S2			
Distribution	I2 S2			
Cross disciplinary case study	I2 S2	I2 S2	I2 S2	I2 S2
Information systems for company management	I3 S1	I3 S1	I3 S1	I3 S1
Management control 1		I3 S1		
Management simulation	I3 S1	I3 S1	I3 S1	I3 S1
Financial decision-making		I3 S1		
Marketing : case study	I3 S1			
Production management				I3 S1
Human resource management policy			I3 S1	
Budgetary control		I3 S2		
Managing company finances		I3 S2		
International business	I3 S2	I3 S2	I3 S2	I3 S2
Running a project	I3 S2	I3 S2	I3 S2	I3 S2
Specialized Option	I3 S2	I3 S2	I3 S2	I3 S2

ISAM 1 - Semester 1

	ECTS	Coef.	Hours
HUMAN SCIENCES			
Written Expression : French	1	1	18
ML1 English (Semester 1)	1	2	30
Second Modern Language (Semester 1)	1	1	20
Modern languages 2			
MASTERING MANAGEMENT CONCEPTS			
The Geo-Economic Environment	2	1	18
Corporate Economics 1	2	1	18
General Economics 1	2	1	18
General Introduction To Law	2	1	18
MASTERING MANAGEMENT TECHNIQUES			
General Accounting 1	2	1	18
Introduction To Financial Reasoning	2	1	18
Computing	2	1	18
Human Resource Management	2	1	18
Introduction To Marketing	2	1	18
Marketing Mix	2	1	18
International Business Techniques	2	1	18
PROFESSIONAL BEHAVIOUR			
Introduction to the Company	3	3	52
Collective Negotiation 1	1	1	16
Techniques For Finding Work Placements Elective 1	1	1	10

Written Expression : French

<u>DEPARTMENT :</u> Professional Behaviour		
<u>Department coordinator :</u> Roger DAVIS		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 1 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 10 hours mini

Teachers

1. Gérard ALBERTIN
2. Eddy HANQUIER

Context / Overview

The module enables students to understand the specific vocabulary used in professional writing and speaking. It helps them to become analytical and capable of taking an overview, which will be essential in their future managerial roles.

Pedagogical Objectives

At the end of this course the student should be able to:

- Apply the correct rules of spelling and grammar
- Progressively take notes
- Do an oral presentation on a simple topic
- Progressively understand the written and oral press

Teaching Methods / Learning Experiences

- Few lectures, except on methodology
- Many exercises, reports, analyses and overview plans
- Individual work
- Group work on certain occasions

Content

Methodology for:

- the analysis
- the summary
- the overview

- the report

Written and oral practice exercises

Assessment

- Continuous assessment: summaries and reports
- Institutional assessment: summary

Bibliography

- The press
- Le Robert Dictionary (A. Rey)
- Le bon usage (J. Gevisse) ed. Duculot
- Le français correct (J. Gevisse) ed. Duculot

Short Presentation of Teachers

Gérard ALBERTIN: *Professeur agrégé* in modern literature in preparatory classes for the *Grandes Ecoles* at the Branly Lycée in Amiens. Associate professor of general culture at the ESIEE, Amiens. Marker at the *Ecole Centrale*, Paris and Examiner at the *Ecole de l'Air*.

Eddy HANQUIER: *Professeur agrégé* in modern literature in preparatory classes for the *Grandes Ecoles* at the Thuillier Lycée in Amiens. *Docteur ès Lettres* (PhD - Letters) Marker at the *Ecole Centrale*, Paris and Examiner at the *Ecole de l'Air*.

20LCE1001 **ML1 English (Semester 1)**

<u>DEPARTMENT :</u> Foreign languages and cultures		
<u>Department coordinator :</u> Brigitte BAUMGARTEN		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 1 ECTS
<u>Language :</u> English	<u>Nb of hours :</u> 30 hours lecture : 30h tutorial : 0h practical work : 0h	<u>Personal work :</u> 12 hours mini

Context / Overview

For a student of business studies, a good level of English is necessary in order to succeed in the corporate world, due to globalisation and the frequent importance of the international dimension to businesses.

Pedagogical Objectives

At the end of this course the student will be able to:

- Achieve a minimum score of 550/990 on the TOEIC (B1: Common European Framework of Reference)
- Understand and explain the essentials of a piece of correspondence, a speech or a radio/television broadcast when it is in clear, ordinary language and when it relates to familiar subjects or personal interests associated with work, study, leisure activities, current affairs, etc.
- Answer questions on written texts and messages in everyday language or relating to study, daily life or work.
- Describe his/her studies and professional responsibilities (ISAM 1 work placement).
- Relate events, experiences and projects in a simple fashion.
- Provide reasons and explanations for his/her opinions or projects.
- Summarise a film, report or article, stating his/her reactions.
- Present a topical subject in a simple and understandable way in front of an audience.
- Write a simple and coherent text on familiar subjects or personal interests. Write simple personal or professional messages to request or impart information.
- Successfully deal with most situations involving communication that may be encountered during a trip abroad.
- Take part in a conversation, without preparation, on subjects relating to daily life (family, leisure activities, study, work, travel, current affairs).
- Answer multiple-choice questions on life, conventions and daily events in the English-speaking world.

Teaching Methods / Learning Experiences

Due to the varying backgrounds of the students arriving at ISAM, it is essential to set personal goals in accordance with each student's own study path. Regular monitoring enables the students to become aware of gaps in their knowledge and to respond to these actively and responsibly.

- The regular use of a grammar guide, a dictionary and of the TOEIC teaching methods is vital to achieve and consolidate a good level of English, and improve thereon.
- Teaching groups organised by level and personalised study path
- Work on the TOEIC: oral comprehension, grammar and vocabulary exercises, written comprehension
- Writing texts and letters

- Work on press articles
- Use of audiovisual media (TV, films)
- Simple conferences and oral presentation

Content

- Texts, films, reports and exercises on various themes related to culture and daily life in English-speaking countries, as well as the professional world
- Simulation of everyday (and professional) situations
- Simple presentation on the work placement.
- Simple presentation on topical subjects and civilisation
- TOEIC learning exercises

Assessment

- Continuous assessment
 - Regular grammar and vocabulary tests
 - Writing texts and letters
 - Tests of oral and written comprehension
 - Role-playing
 - Oral presentation
 - Civilisation multiple-choice questions
- Participation in/Presence at activities required by the teacher
- Institutional assessment: TOEIC multiple choice questions

Bibliography

- Britain. The country and its people, Oxford University Press, 1995
- Oxford Practice Grammar, Oxford University Press, 1995
- Target Score
- 600 words for the TOEIC
- L'Anglais d'A à Z
- Vocabulaire

Short Presentation of Teachers

The teachers are native speakers and / or have a French qualification which entitles them to teach at a graduate level (CAPES or Maître de Conférences).

Second Modern Language (Semester 1)

<u>DEPARTMENT :</u> Foreign languages and cultures		
<u>Department coordinator :</u> Brigitte BAUMGARTEN		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 1 ECTS
<u>Language :</u>	<u>Nb of hours :</u> 20 hours lecture : 20h tutorial : 0h practical work : 0h	<u>Personal work :</u> 12 hours mini

Context / Overview

Spanish: The language and culture of Spanish speakers have a considerable place in European history. They were exported to South America and Asia throughout history, where they were blended with other civilisations. The Spanish language is increasingly spoken throughout the world (there are 40 million Spanish speakers in the USA). Spanish therefore opens a door to new horizons and global markets.

German: Germany is a prominent partner in the construction of Europe and France's primary business partner. A majority of students are unaware of many aspects of the contemporary culture of our German partner.

Although the language used during encounters between French and German nationals is often English, knowledge of the language and socio-cultural specificities of our partner is a mark of respect and open-mindedness, and a real asset for a future European manager.

Pedagogical Objectives

Spanish: Depending on the student's entry level, the planned outcome of the course will vary between level A2 (elementary) and level B2 (advanced intermediate). The work will be carried out in groups based on the level of the students. The goal for the majority of students is to reach or consolidate B1 level (threshold intermediate).

German: Depending on the entry level of the student, the planned outcome of the German course will vary between level A2 (exceptionally also A1) and level B2. The aim for most students is to reach and consolidate a linguistic level of B1 (threshold intermediate) at the end of the ISAM 2 study path.

At the end of this course the student will be able to:

- understand and explain the essentials of a piece of correspondence, a speech or a radio/TV broadcast when clear, typical language is used and when it relates to familiar subjects associated with school, daily life, leisure activities, etc.
- understand and answer questions on a text (article or message) written in everyday language, relating to daily life, work or current affairs.
- relate events, experiences and personal projects in a simple fashion and give reasons and explanations.
- summarise a film, relating its plot.
- write simple and coherent texts on familiar subjects or subjects of personal interest.
- write a message describing or introducing him/herself, describing experiences and imparting information.
- successfully deal with various situations that may be encountered during a trip to Spain or South America (beginning with simple, brief exchanges and progressing to more complex conversations).
- cite the countries, individuals, films, events and traditions that form part of Spanish or German culture (e.g. through multiple choice questions).

NON BINDING - SUBJECT TO CHANGE

- Preparatory and personal work:
 - Vocabulary searches, working with a dictionary
 - Personalised study path (e-learning, films, TV)
 - Work on grammar manuals and exercise books
 - Preparation and work on subjects studied in class
 - Individual preparation and presentation of a subject of the student's choice (depending on level)
- Class work:
 - Study and analysis of texts
 - Practical exercises (oral and written)
 - Surveys, interviews
 - Films, cassettes
 - Individual reading
 - Sketches
 - Translations
 - BULATS (Business Language Testing)
 - Simulations and role-playing
 - Presentations of topical subjects (depending on level)
 - Writing letters in accordance with instructions
 - Meeting with foreign students

Content

Spanish

Themes:

- Consumer society
- Tourism (practical information, presenting a country/region etc.)
- The press
- The word of work
- Media and new technologies
- Topical subjects
- Cultures and traditions

Linguistic skills:

- Numbers
- Present tense
- Ser/estar
- Prepositions
- Subjunctive
- Past (imperfect, simple past, compound past)
- Pronouns

German

Themes:

- Beginners/intermediate students
 - Introducing myself (family, town, leisure activities, projects)
 - Tourism (German regions, simple tourism projects)
 - Travel (plane, train, car, hotel, restaurant)
 - Studies
 - Professional experience (work placements, summer jobs)
 - Business
 - Letters (requests for information, simple job application)
 - Topical subjects (articles and TV)
 - Films (sub-titled)
 - BULATS (written and oral comprehension, structure and general vocabulary)
- Intermediate/advanced students
 - Personal and professional projects
 - Tourism (regions, tourism projects, role play)
 - Topical and intercultural subjects
 - In the workplace (business, telephoning, ordering)
 - Business letters and job applications
 - Films in original language
 - Conferences and presentations
 - BULATS (structure and business vocabulary, oral and written comprehension)

Assessment

Spanish

Written :

- Exercises in class
- Multiple choice questions
- Summary and commentary
- Institutional assessment

Oral:

- Presentations
- Participation and involvement
- Presence

German

- Continuous assessment
 - Tests (vocabulary, grammar, BULATS)
 - Homework (letters, summaries, etc.)
 - Presentation reports
 - Oral presentation
 - Presence and participation in class
- Institutional assessment
 - Written comprehension
 - Written expression
 - Structure and vocabulary

Spanish:

- Press articles (El País, El Mundo, etc.)
- Various texts
- Films
- Cassettes
- Pictures and comic strips

German:

- Press articles (Vocable, Focus, etc.)
- Audiovisual TV material (Arte, ARD, ZDF, etc.)
- Unternehmen Deutsch. Chancerel, 2000.
- Alltag in Deutschland. Klett, 2006.
- Orientierungskurs Deutsch. Geschichte, Kultur, Institutionen. Langenscheidt, 2007.
- Das Testbuch Wirtschaftsdeutsch. Langenscheidt, 2000.
- Klipp und klar. Übungsgrammatik Grundstufe Deutsch. Klett, 2004.

Short Presentation of Teachers

The teachers are native speakers and / or have a French qualification which entitles them to teach at a graduate level (CAPES or Maître de Conférences).

The Geo-Economic Environment

<u>DEPARTMENT :</u> Environment		
<u>Department coordinator :</u> Roger NLEND		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 6 hours mini

Teacher : **Denis PRUDHOMME**

Context / Overview

This module enables students to discover the economic, political and geographic environment of Europe, France and the Picardy region. This knowledge is essential for efficient management within a business.

Pedagogical Objectives

At the end of this course the student should be able to :

- Explain the economic and geographic organisation of the world, with a view to better integrating and understanding changes in his/her own environment
- Describe international and national structures and institutions, how they operate and their links with the economy
- Describe the link between these structures and the current social, political and economic situation.

Teaching Methods / Learning Experiences

- Lectures
- Research and reports - discussion

Content

- Cooperation agreements and worldwide economic exchange zones
- Europe
 - History
 - Geography
 - Politics
 - Economy
- France
 - History
 - Geography
 - Politics
 - Economy
- Picardy

- History
- Geography
- Politics
- Economics

Assessment

- Continuous assessment: work in groups of 2/3: submission of a study dossier
- Final examination: 1 ½ hours

Short Presentation of Teacher

Recruitment of teacher in progress

20ENV1002
Corporate Economics 1

<u>DEPARTMENT :</u> Environment		
<u>Department coordinator :</u> Roger NLEND		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 6 hours mini
<u>Key words :</u> Business, types, structures, functions, systems		

Teacher : **Christophe CHAUVET**

Context / Overview

It is important for a manager to understand not only their company, but also the environment in which it operates. This course enables the student to learn the basics of corporate economics, with an introduction to the company and its environment.

Pedagogical Objectives

At the end of this course the students should be able to:

- Describe the different structures of the company in relation to the economic environment

Teaching Methods / Learning Experiences

- Lessons
- Written documents

Content

- The different types of companies
- The regional economic environment
- Local industrial politics

Assessment

- Continuous assessment - summary of a text
- Institutional assessment - overview and summary of a document
- Press review - oral presentation

Bibliography

- Concurrence et esprit d'entreprise, Kirznu and Audouin, Economica, 2005
- Industrial economics: Une méthode d'analyse sectorielle, J.P. Angellier, 2005
- Economie industrielle, J. L. Levet, Economica, 2005

Short Presentation of Teacher

Denis PRUDHOMME : Associate Lecturer at the Université Catholique, Lille, Professor at the EDHEC and the Université Catholique, Lille since 1987.

20ENV1003
General Economics 1

<u>DEPARTMENT :</u> Environment		
<u>Department coordinator :</u> Roger NLEND		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 10 hours mini

Teacher : **Jean-Pierre GIRARD**

Context / Overview

Future professionals need to be familiar with the important concepts of economics, first by studying the history of their origins, then by applying them to present day cases.

Pedagogical Objectives

At the end of this course the student should be able to:

- Demonstrate economic reasoning skills
- Be familiar with the various schools of thought followed in today's world, as they relate to business, the State and society.

Teaching Methods / Learning Experiences

- Lectures
- Presentations

Content

Emergence of concepts and theories

- The pre-classical theories
- The classical and neo-classical theories
- Marxism
- The keynesianist

Assessment

- Continuous assessment
- Institutional assessment

Bibliography

- Nouvelle histoire de la pensée économique ' A. BERAUD and G. FACCARELLO ' Volumes 1 and 2, ed. La Découverte 1992
- Nouvelle histoire économique ' J.A. LESOURD and C. GERAUD ' Volume 2, ed. COLIN 1992
Problèmes économiques, alternatives économiques.

Short Presentation of Teacher

Jean-Pierre GIRARD Has a PhD in Economics, he is Dean of the Economics Faculty and is a researcher at the CRIISEA/CenTOrin at the Jules Verne Picardy University.

General Introduction To Law

<u>DEPARTMENT :</u> Environment		
<u>Department coordinator :</u> Roger NLEND		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 10 hours mini

Teacher : **Roger NLEND**

Context / Overview

Students of business should have the opportunity to acquire a basic knowledge of law, especially those who have not studied it before. This course should help them have a better understanding of the terms and concepts which will be studied at a later date as part of the legal courses.

Pedagogical Objectives

At the end of this course the student should be able to:

- Explain the rules governing life in society and business life
- Explain the role and function of the various legal structures and institutions

Teaching Methods / Learning Experiences

- Lectures
- Presentations - group work
- Case studies

Content

- The organisation of justice in France
 - Organisation of the French court system
 - Legal action
- Persons/legal entities
 - Natural persons and legal entities - proprietary rights
 - Concepts of property and civil and criminal liability
- Goods
 - The different types of goods
 - The value of the distinction
- Contracts
 - What is a contract? Conditions of validity
 - Performance and non-performance of obligations

- Contractual liability
- Evidence
 - The different types of evidence
 - Importance of the distinction in legal proceedings

Assessment

- Continuous assessment: 30 minutes
- Final examination: 2 hours

Bibliography

- <http://www.legifrance.gouv.fr/>
- http://playmendroit.free.fr/droit_civil/droit_civil_introduction.htm

Short Presentation of Teacher

Recruitment of teacher in progress

20FIN1001 **General Accounting 1**

<u>DEPARTMENT :</u> Finance		
<u>Department coordinator :</u> Jean-Luc PAGNON		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 12h tutorial : 6h practical work : 0h	<u>Personal work :</u> 6 hours mini

Teacher : **Patricia MACAREZ**

Context / Overview

General accounting is an essential information system for businesses. This course aims to enable students to understand the logic of accounting mechanisms and situate the techniques in the wider context of the preparation and comprehension of financial statements.

Pedagogical Objectives

At the end of this course the student should be able to:

- Explain the basic principles of double entry accounting
- Enter simple transactions in the journal and the general ledger
- Prepare a balance of accounts and explain the importance thereof
- Draw up a balance sheet and a profit and loss account from the general balance of accounts.

Teaching Methods / Learning Experiences

- Class work : exercises to be done individually or in a group.
- Personal work during the course : exercises to be done individually or in a group.
- Teacher's method : The course centres around lectures, interspersed with several practical exercises.

Content

- The basics of accounting
 - The concept of assets and liabilities/the balance sheet
 - The concept of expenditure and revenue/the profit and loss account
 - The concept of receipt and disbursement/cash flow
- The accounting system
 - The account
 - The journal
 - The balance
- The General Accounting Plan
 - Accounting standardisation
 - Accounting principles

- Classification of the General Accounting Plan accounts
- The summary documents
- Purchases and sales

Assessment

- Continuous assessment : case study done in a group.
- Institutional assessment : case study.

Bibliography

- 'Comptabilité générale' by J.J. Friedrich, ed. Hachette supérieur (H.U. économie)
- 'Comptabilité générale de l'entreprise' by J.P.Casimir, B.Caspar and M.Cozian, ed. DPECF Litec
- 'Gestion comptable de l'entreprise' by Jean-Yves Cadic, published by the author

Short Presentation of Teacher

Patricia MACAREZ : Agrégée (Highest qualification for teachers) in Economics-Management. Professor in preparatory class for the DECF (diploma in financial and accounting studies).

Introduction To Financial Reasoning

<u>DEPARTMENT :</u> Finance		
<u>Department coordinator :</u> Jean-Luc PAGNON		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 12h tutorial : 6h practical work : 0h	<u>Personal work :</u> 6 hours mini

Teacher : **Frédéric DEBUIRE**

Context / Overview

All managerial staff in a company must know how to read a balance sheet. This course links the general accounting course with the financial analysis course.

Pedagogical Objectives

At the end of this course the student should be able to :

- Identify and understand the company's economic flows
- Translate these into financial flows, taking into account the impact of taxation
- Explain every item on the balance sheet and in the profit and loss account

Teaching Methods / Learning Experiences

- Class work : exercises to be done individually or in a group
- Personal work during the course : exercises to be done individually or in a group.
- Teacher's method : The course centres around lectures, interspersed with several practical exercises.

Content

- The fundamental accounting principles (accounting model, balance sheet, profit and loss account)
- The summary documents and the tax form (summary balance sheet, guide to interpretation of the profit and loss account)
- The financial operation of companies (distinction stock/flow and revenue/cash flow, the impact of taxation)

Assessment

- Continuous assessment : Multiple choice questions and simple exercise(s) directly related to the course
- Institutional assessment : Overview and summary case requiring a good understanding of the fundamental concepts

Bibliography

- Editions VUIBERT, Educapôle gestion, Finance appliquée, volume 1, part 1.
- Editions Foucher, 'Plein pot' Collection, Comptabilité générale

Short Presentation of Teacher

Frédéric DEBUIRE : Post-graduate degree in Management at Reims Management School, Corporate Finance and Market Finance option.

20ISI1001 Computing

<u>DEPARTMENT :</u> Computer Science and Information Systems		
<u>Department coordinator :</u> Nathalie BERTIN BOUSSU		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 0h tutorial : 18h practical work : 0h	<u>Personal work :</u> 10 hours mini
<u>Key words :</u> computing		

Teachers

1. **Sabine BRUAUX**
2. **Murielle CADET**
3. **Marion FLAUTRE**
4. **Sébastien POLLEUX**

Context / Overview

This module falls under the heading of progressive familiarisation with IT tools and its cross-disciplinarity makes it applicable to many areas. Development of independent work.

Pedagogical Objectives

At the end of this course the student should be able to:

- Use the word-processing features of Microsoft Word
- Create professional tables in Excel
- Create a slide presentation with PowerPoint
- Use the search functions in Internet Explorer
- Use the Outlook mail client
- Search for information in the Data-Bases
- Use the library software programme
- Work independently at his/her workstation to better understand the corporate world

Teaching Methods / Learning Experiences

- Class work: Lessons and Exercises in E-learning
- Personal work during the course: Lessons and Exercises in E-learning
- Teacher's method: E-learning with personalised asynchronous tutoring

Content

- The software of the Microsoft Office suite, in particular Word, Excel, Outlook, PowerPoint, Internet

Explorer

- The Windows 2000 operating system
- Methods for information research : use of the different data-bases
- How to use the library software programme

Assessment

On-line assessment on the learning platform

Bibliography

- Formules et fonctions d'Excel - Versions 2007 et antérieures - Ignatz Schels - Pearson Education
- Office pour les Nuls ' Sybex ' Collection : Pour Les Nuls
- <http://www.wikipedia.fr>

Short Presentation of Teachers

Sabine BRUAUX : Ph.D in Science, Masters Degree in Computer Science and Bachelors Degree in Mathematics. Assistant Professor at the Graduate School Of Management Sup de Co in Amiens (France) and Researcher at the MIS (Modelisation, Information and System) laboratory of the Picardie Jules Verne University in Amiens (France).

Murielle CADET : Information officer of Sup de Co Amiens Picardie

Marion FLAUTRE : University Diploma for net-trainers from the University of Toulouse. She has been teaching computing at the Amiens school of management for 2002 (graduate training and life-long learning).

Sébastien POLLEUX has a bachelors degree in Computer Science from the Jules Verne University of Picardie. He is a member of the IT development team and teaches computing at the Amiens School of Management.

Human Resource Management

<u>DEPARTMENT :</u> Leadership and Human Resources		
<u>Department coordinator :</u> Sana HENDA		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 10 hours mini

Teacher : **Eric BRIZON**

Context / Overview

Young managers, regardless of their area of specialisation (sales, marketing or finances for example) will encounter the Human Resources Department during their first experience within a company: They will be required to sign a work placement agreement or employment contract. It is therefore useful to understand the difference between a work placement agreement, a CDI (open-ended contract), a CDD (fixed-term contract), a CNE (contrat nouvelles embauches - the 'new employment' contract recently introduced in France), and so on. Moreover, an increased awareness of man management in business will enable them to understand their future managerial role.

Pedagogical Objectives

At the end of this course the student should be able to:

- Explain the organisation of the HR department within a group or SME
- Grasp the various theories on management
- Identify the different types of employment contract
- Explain the management of staff over a financial year
- Identify the various methods of employment analysis and explain how the job description is a pre-requisite within the context of Human Resource management.

Teaching Methods / Learning Experiences

- Class work: Case studies in sub-groups
- Personal work during the course: progressive understanding of the fundamentals
- Teacher's method: Lectures, Case studies

Content

- History of Human Resources from Taylor (end of 19th century) at present (globalisation of economic activity)
- Management: presentation of the various management theories Maslow's hierarchy of needs, Herzberg's motivation-hygiene theory, management styles (the theories of Blake and Mouton, Tannenbaum and Schmidt).

- The respective roles of the HR manager and hierarchy vis à vis management.
- The employment contracts: CDI, CDD, CNE, the temporary employment contract, assisted contracts (apprenticeship)
- Short-term workforce management: categories of staff (registered staff, permanent staff, fiscal staff, average workforce). The parameters used to analyse the workforce: pyramid of ages and seniority, qualification structure, nationality, contract type.
- Analysis of employment: definition, difference between analysis of employment and assessment of employment, the purpose of employment analysis in the context of Human Resources management (recruitment, training, career management, remuneration, employment conditions). The methods of analysis of employment. The position description and the employment 'map'. Quantitative and qualitative development of jobs.
- The characteristics of the Répertoire Opérationnel des Métiers et des Emplois (directory of trades and occupations - ROME)

Assessment

- Continuous assessment: Multiple choice questions, assessment of knowledge gained (questions on topics covered in class)
- Institutional assessment: Case study relating to the themes considered during the course, lesson questions assessing understanding of the fundamentals

Bibliography

- 'Ressources Humaines et Gestion des Personnes' - J.M. Peretti - Educapôle Gestion
- 'Courrier Cadres' - monthly magazine published by the Association de l'Emploi des Cadres (APEC)
- 'Répertoire opérationnel des Métiers et des Emplois' ed. La Documentation Française - available in local employment agencies

Short Presentation of Teacher

Eric BRIZON: graduate of the ESLSCA Graduate School of Business, Paris and holder of a DESA (applied post-graduate diploma) in Occupational Psychology from the Conservatoire National des Arts et Metiers. Professional in the field of human resources for over fifteen years. He has been called upon to conduct recruitment operations in the industrial field (Exxon, STILL Saxby). Today he works as a consultant specialised in skills assessments and the redeployment of international managerial staff.

20MKG1001 **Introduction To Marketing**

<u>DEPARTMENT :</u> Marketing		
<u>Department coordinator :</u> Bernd PHILIPP		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 6 hours mini

Teacher : **Jean KOPACZYNSKI**

Context / Overview

Marketing is the strategic function of the company. An understanding of the basics is essential for the analysis of marketing strategies. The aims of marketing, its global approach, and its field of activity: the market.

Pedagogical Objectives

At the end of this course the student should be able to:

- Use the fundamental vocabulary of marketing
- Analyse and gauge a market
- Differentiate empirically between consumption behaviour and purchase behaviour
- Analyse the characteristics of competing products
- Validate the characteristics of a product.

Teaching Methods / Learning Experiences

- Lessons and exercises
- Documents and articles
- Group presentations
- Preparation of dossier in groups

Content

- Definition of marketing
- The concept 'market' in both narrow and the broader sense of the term
- Demand and consumer behaviour
- Strategies used to understand the reference market
- Positioning
- Strategic decisions

Assessment

- Continuous assessment
 - Presentation in small groups
 - Case study
 - Assessment via the institutional 30/30 multiple-choice exam
- Institutional assessment

Bibliography

- Mercator, EDITION DALLOZ, 7th edition, 2003
- LIBRE SERVICE ACTUALITES (LSA)
- Kotler and Dubois 'Marketing Management' Ed. Pearson Education 11th edition, 2003

Short Presentation of Teacher

Jean KOPACZYNSKI: 16 years experience in marketing and sales, director of Marketing and Sales, currently Associate Director in a consultancy firm and teacher for companies and various business schools.

20MKG1002

Marketing Mix

<u>DEPARTMENT :</u> Marketing		
<u>Department coordinator :</u> Bernd PHILIPP		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 10 hours mini

Teacher : **Pascal ANDRE**

Context / Overview

This module is aimed at helping students to master the implementation of strategic marketing decisions through the variables of the marketing mix. A solid grasp of the marketing mix, presumed to be a simple point, is vital prior to further study in other areas of this subject.

Pedagogical Objectives

At the end of this course the student should be able to:

- Explain what the marketing mix is
- Explain how operational marketing follows on from strategic marketing
- Analyse the consistency of actions taken

Teaching Methods / Learning Experiences

- Preparatory or prerequisite work: basic knowledge of marketing
- Class work: Lessons and Exercises: case studies, simulations
- Teacher's method: Lessons + interaction with the students, case studies, role playing

Content

- Choice of targets
- Choice of positioning
- Product policy
- Pricing policy
- Choice of distribution networks
- Communication policy

Assessment

Elements to be assessed in relation to the learning outcomes

- Continuous assessment
- Institutional assessment
- Case study

Bibliography

- Mercator ' Lindon, Lendrevie, Dunod, 8th edition 2006
- Les bases du marketing, S. Delerm, J.P. Helfer, J. Orsoni, Vuibert Educapôle, 2006
- Kotler, Dubois, Manceau, Marketing Management, Pearson Education, 2006

Short Presentation of Teacher

Pascal ANDRE : DESS (specialised post-graduate diploma) in Organisation Consultancy Masters in Economics and Management. DUT (undergraduate diploma) in Marketing Techniques.
Help Desk Manager - customer relations.

International Business Techniques

<u>DEPARTMENT :</u> Marketing		
<u>Department coordinator :</u> Bernd PHILIPP		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 2 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 18 hours lecture : 18h tutorial : 0h practical work : 0h	<u>Personal work :</u> 6 hours mini

Teacher : **Eric HOCHART**

Context / Overview

Due to the saturation of national markets and in order to survive, companies are seeking new market shares and sales channels abroad. It is more and more crucial for a student to be aware of not only the French market but also of the international market. This module allows students to discover international markets and export sales techniques.

Pedagogical Objectives

At the end of this course the student should be able to:

- Identify the value and difficulties of export sales for businesses
- Name the key elements for analysis of foreign markets
- Identify the impact of an export approach on the commercial front
- Analyse the pros and cons of the different ways of infiltrating markets abroad
- Enumerate the tools of export sales

Teaching Methods / Learning Experiences

- Lecture
- Document and case studies

Content

- Introduction to international trade techniques
 - The impact of globalisation and the development of international relations
 - The increase in international trade and the different types of international trade.
 - Defensive and offensive approaches to exportation for companies
 - The process of learning the export approach
- Basic principles and specificities of export sales
 - A 'simple' sale in a complex system
 - Impact of the international dimension on sales contracts
- Market constraints and opportunities
 - Gathering for information: the key elements for decision-making

- Quantitative method
- Qualitative method
- The company's export partners
- Impact of the international dimension on the commercial front
- The main options in exportation
 - The product
 - The product's international life cycle
 - Adaptations of the product to foreign markets
 - The type of establishment
- The international sales contract
 - Incoterms
 - Financing techniques and payment methods
 - The classical techniques
 - The documentation procedures
 - Documentary credits and independent guarantees

Assessment

- Continuous assessment: work in groups of 2 or 3: submission of a study dossier on an export project
- Final examination: 2 hours

Bibliography

Techniques de commerce international, V. Meyer, C. Rolin, Armand Colin, 2005

Short Presentation of Teacher

Recruitment of teacher in progress

20DCP1001

Introduction to the Company

<u>DEPARTMENT :</u> Professional Behaviour		
<u>Department coordinator :</u> Roger DAVIS		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 3 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 52 hours lecture : 0h tutorial : 0h practical work : 52h	<u>Personal work :</u> unknown

Context / Overview

This module constitutes an initial direct contact with the professional world. Its main objectives are to help students develop a better understanding of the company and what suitable professional behaviour is.

Pedagogical Objectives

At the end of this module, the students should know how to:

- Describe the actual conditions within a company and its profession
- Identify the constraints, codes and links between departments
- Gather information on a company (ask questions, observe, analyse, etc.)

Teaching Methods / Learning Experiences

Group seminars

Content

- The students are placed in groups of 7 or 8 students and prepare a presentation on an existing company
- Research phase
- Creation of a five-minute (approx.) video presentation on the company
- Preparation of a written analysis report on the chosen company
- Each student writes a report on what surprised him/her

Assessment

Written report and oral exam before a jury made up of the teacher and a representative of the chosen company. The assessment is directly related to the learning outcomes.

Bibliography

Internet research on the company (website, financial data, etc.), depending on the company

Alain Quignon ' Consultant - Company founder and director from 1974 to 1993 - Institut de Contrôle de Gestion 1976.

20DCP1002
Collective Negotiation 1

<u>DEPARTMENT:</u> Professional Behaviour		
<u>Department coordinator:</u> Roger DAVIS		
<u>LEVEL:</u> ISAM 1	<u>PERIOD:</u> 1st Semester	<u>CREDITS:</u> 1 ECTS
<u>Language:</u> French	<u>Nb of hours:</u> 16 hours lecture : 0h tutorial : 0h practical work : 16h	<u>Personal work:</u> unknown

Teacher: **Alain QUIGNON**

Context / Overview

Students need to know how to work in a group, and how to negotiate in order to achieve good outcomes. This is the first module undertaken by students at the ISAM and its purpose is to place the student directly within a group, to encourage them to take action and to create.

Pedagogical Objectives

The student must fulfil certain requirements:

- Imagine, create, innovate
- Work within the constraints (budgetary, legal)
- Work effectively in a group
- Present and promote the project in physical form (a town model) and orally.

Teaching Methods / Learning Experiences

Seminar: Creation of a town model as a team

Content

- Simulation of the creation of a town by a team combining ISAM 1 and 2 students (eight to ten students). This project takes place over 2 ½ consecutive days.
- Creation of a town model
- Presence of the teacher to observe and advise
- The students are provided with:
Rules of the game/Ground plan/Materials for the model

Assessment

Assessment made by a jury formed of specialists (town councillors, architects, police commissioners, parents, etc.)

Assessment table on the following areas:

- Budget
- Creativity, Originality
- Layout and Town Planning
- Transport, Traffic and Logistics
- Security
- Industry and Trade
- Health
- Environment and Ecology
- Culture and Leisure Activities
- Sporting and Youth Activities
- Medium- and long-term development
- Coherence

Bibliography

Documentary research by the student depending upon the role chosen within the town council (the School teacher can give advice on specific requests).

Short Presentation of Teacher

Alain Quignon ' Consultant - Company founder and director from 1974 to1993 - Institut de Contrôle de Gestion 1976.

Techniques For Finding Work Placements Elective 1

<u>DEPARTMENT :</u> Professional Behaviour		
<u>Department coordinator :</u> Roger DAVIS		
<u>LEVEL :</u> ISAM 1	<u>PERIOD :</u> 1st Semester	<u>CREDITS :</u> 1 ECTS
<u>Language :</u> French	<u>Nb of hours :</u> 10 hours lecture : 0h tutorial : 0h practical work : 10h	<u>Personal work :</u> unknown

Teacher : **Alain QUIGNON**

Context / Overview

Job seeking is not always an easy task. It is useful for the student to acquire several techniques in order to handle this task more successfully. As a work placement is compulsory at the end of the first semester, it is useful for the student to understand how best to proceed with his/her approach and search.

Pedagogical Objectives

At the end of this module, the students should be able to:

- Present themselves to a company
- Draft a work placement application letter and CV
- Decide which companies to contact
- Follow up applications, telephone calls, interviews, etc.

Teaching Methods / Learning Experiences

Lectures and Seminars

Content

- Group work: brainstorming ideas on the professional future of the students
- Personal research to gather information about their ideal company for a work placement.
- Preparation of a suitable letter and CV
- Submission of a dossier containing the company description, the letter and the CV.

Assessment

Assessment of the students' dossier based on how professional it is (in particular the CV and the application letter).

Bibliography

APEC (Association Pour l'Emploi des Cadres): Pilote JD and website.

Short Presentation of Teacher

Alain QUIGNON: Consultant - Company founder and director from 1974 to 1993 - Institut de Contrôle de Gestion 1976.

TABLE OF CONTENTS

HUMAN SCIENCES

20DCP1004 : Written Expression : French	4
20LCE1001 : ML1 English (Semester 1)	6
20LCE1002 : Second Modern Language (Semester 1)	8

Modern languages 2

MASTERING MANAGEMENT CONCEPTS

20ENV1001 : The Geo-Economic Environment	12
20ENV1002 : Corporate Economics 1	14
20ENV1003 : General Economics 1	16
20ENV1004 : General Introduction To Law	18

MASTERING MANAGEMENT TECHNIQUES

20FIN1001 : General Accounting 1	20
20FIN1003 : Introduction To Financial Reasoning	22
20ISI1001 : Computing	24
20LRH1001 : Human Resource Management	26
20MKG1001 : Introduction To Marketing	28
20MKG1002 : Marketing Mix	30
20MKG1003 : International Business Techniques	32

PROFESSIONAL BEHAVIOUR

20DCP1001 : Introduction to the Company	34
20DCP1002 : Collective Negotiation 1	36
20DCP1003 : Techniques For Finding Work Placements Elective 1	38