

ISAM 1

Course Catalogue

The fundamentals

(Semester 2)

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 2

ECTS Coef. Hours

NON BINDING - SUBJECT TO CHANGE

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