



International Bachelor Programme

January to June 2010

COURSE CATALOGUE





TABLE OF CONTENTS

<u>REIMS MANAGEMENT SCHOOL</u>	04
--------------------------------------	----

<u>THE INTERNATIONAL BACHELOR PROGRAMME</u>	05
---	----

<u>ACADEMIC CALENDAR</u>	06
--------------------------------	----

<u>FRENCH GRADING SYSTEM</u>	07
------------------------------------	----

COURSES:

Mandatory courses:

<u>FRENCH LANGUAGE & CULTURE</u>	08
--	----

<u>MANAGEMENT (European Context)</u>	09
--	----

<u>INTEGRATED BUSINESS MANAGEMENT</u>	11
---	----

<u>INTERCULTURAL MANAGEMENT</u>	12
---------------------------------------	----

Options:

<u>LUXURY MARKETING</u>	14
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<u>AUDITING & RISK MANAGEMENT PRACTICES</u>	16
---	----

<u>STRATEGY & ENTREPRENEURSHIP</u>	17
--	----

<u>CONTACTS: INTERNATIONAL RELATIONS OFFICE</u>	19
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Reims Management School

Located in the heart of the Champagne capital of the world, 45 minutes by train from Paris, Reims Management School has been in existence since the creation of the Grande Ecole program (Master of Science in Management) in 1928. The school has grown to be a school of more than 3,600 students with over 70 faculty members.

Constantly striving for excellence, RMS is accredited by the European Quality Improvement System (EQUIS) since 2000 and by the Association of MBAs (AMBA) since 2006. The school is currently in the process of obtaining the American Association to Advance Collegiate Schools of Business (AACSB) accreditation.

RMS is a French business school with a strong international focus. All students studying at RMS have the opportunity to spend one semester abroad studying in one of the RMS partner schools throughout the world. The school currently has over 130 partner schools, in approximately 40 countries on 5 continents. Over 60% of these partner schools are accredited AACSB, EQUIS or AMBA.

RMS offers a wide range of management courses taught in English and in French throughout the academic year. This catalogue highlights our course offering for the January to June period at the Bachelor level. Management level courses taught in English are also offered at Masters level from September to June each academic year.

The International Relations Office (IRO) is committed to assisting all international students to integrate effortlessly into the school and into life in France. The IRO provides assistance to students in finding accommodation on or close to campus. Students living off-campus can take a short bus ride of 10 minutes from the school to the city centre. Welcome days are organised where all procedures are explained to students (registration details, residents permit, social security etc.), culminating with a complimentary visit of a popular champagne cellar.

We welcome you to Reims Management School and the home of champagne!

International Bachelor Programme

Students who wish to take part in this programme will have a total of 225 contact hours of courses including 4 mandatory courses and a choice of 1 optional course. Students can therefore validate 30 ECTS (European) credits.

Each student will have an insight into French culture, as well as the French business and management.

The optional courses will allow students to gain knowledge in topics we specialize in.

- France and Reims are synonymous with Luxury. Being in the heart of the Champagne region and in a country which is devoted to luxury products, this option will give an insight to “luxe à la française”. With prestigious partners and a historic background, this option is perfect for students willing to work with some of the most successful French international companies.
- Finance is one of Reims Management School’s areas of strength. This option is for all students willing to get an insight on current financial aspects, meeting with renowned companies in the financial world.
- Strategy and Entrepreneurship will allow students to gain an enthusiastic and enlightening approach to creating and managing their own business.

Academic Calendar

International Welcome Days	January 20 & 21, 2010
Beginning of Semester	January 25, 2010
MANDATORY COURSES	
French Language & Culture	January 25 to February 12
<i>Winter Holidays</i>	<i>February 13 to 21</i>
Management in a European Context	February 22 to March 19
Integrated Business Management	March 22 to April 2
<i>Spring Holidays</i>	<i>April 3 to 11</i>
Intercultural Management in Global Business Environment	April 12 to 30
OPTIONAL COURSES*	
Luxury Marketing	May 3 to 28
Auditing & Risk Management Practices	May 3 to 28
Strategy & Entrepreneurship	May 3 to 28
End of Semester	End of May 2010

* student must choose only one courses during that period

Deadline to apply to our University: **November 1st, 2009**

A Guide to the French Grading System

The French grading system is based on a 20 point scale; where 0 is the lowest grade and 20 is the highest. Overall to pass, a student must obtain an overall average of 10 and not less than 8 in any one class.

– Grade	Comments
14-20	Exceptional Performance: Detailed in-depth knowledge of the theory and techniques taught in class; able to easily communicate this knowledge; independent and original practical application of the theory and techniques
12-13.99	Good Performance: Good overall understanding of the theory and techniques taught in class and ability to apply as well as to communicate them well
10-11.99	Satisfactory Performance: Satisfactory understanding of the theory and techniques taught in class and ability to adequately apply and communicate them
8-9.99	Unsatisfactory Performance: Elementary understanding of most of the theory and techniques taught in class but considerable weaknesses in some areas as well as in the ability to apply and communicate this understanding
Less than 8	Failure: Inadequate and fragmented knowledge of the theory and techniques taught in class or failure to complete assignments

Below, the average grade distribution at Reims Management School :

	... 0 and 1,99	2 and 3,99	4 and 5,99	6 and 7,99	8 and 9,99	10 and 11,99	12 and 13,99	14 and 15,99	16 and 17,99	18 and 20
% of grades between...	0,5	1,0	1,5	5,5	21,0	27,5	24,0	13,0	5,0	1,0
Comments	given for completely and unacceptable performance	given for a very hesitant, insufficient, and unsatisfactory performance	given for a mediocre performance, slightly below average	Given for the average performance	given for a good performance a little above average	given for a very good performance	given for an exceptional and excellent performance			



10 = PASS

Mandatory Courses

French Language & Culture

Coordinator:	Christine Wilmotte	Credit:	6 ECTS	Level:	Undergraduate
Language:	French	Hours:	45 h		
Period:					
Prerequisite:	None				

French Language (2 credits)

French courses: how to use French in daily life
French Grammar - skills and typical vocabulary.

Objectives

Students will learn how to speak in French
(2 groups will be made if necessary – advanced & intermediate)

French Culture (4 credits)

How to live in France
What are the habits?
Discover the French way of life.

Objectives

Understand usual sentences and vocabulary to be able to travel/ to speak.
Gain knowledge of life in France and its organisational culture
Express one's own opinion

Pedagogical Methods

Oral dialog
Written dialog
Usual situations

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Management in a European context

Coordinator: Isabelle Chevalier

Credit: 6 ECTS

Level: Undergraduate

Language: English

Hours: 45 h

Period:

Prerequisite: None

With the cooperation of the Louvre and Orsay Museums in Paris

Objectives

- Understand the importance of history and politics in the construction of Europe, with a focus on France particularly.
- Analyse in depth the functioning of Europe regarding institutions at a macro and micro economic level
- Understand the influence of the cultural environment on Management
- Discover the importance of global strategy and geopolitics

Pedagogical Methods

- The course will be composed of theoretical teaching and case studies
- It will be based on reading methods which will be communicated to students
- The focus will be on European culture, particularly French culture. Visits will be organised to the Louvre and Orsay Museum in Paris. They will be prepared and commented on beforehand.
- Thematic evenings will be proposed to students concerning the visits of Reims, on topics such as « the coronation town », “art deco » and « Reims » the capital of champagne

Content

1. European identity

- The main historical indications

Example : the contribution of the Age of the Enlightenment : focused mainly on the construction of trade, the tradition of discussion (literary, philosophical salons...), the French Revolution and the time when France became a Republic

- The place of art in French society

Example: of the Louvre museum : preparatory work on selected works and commented visits of the museum:

The bridge between art and management: stress will be put particularly on the luxury market, prior to the elective on luxury marketing.

- The European institutions and Europe as an economic power
- The systems of professional relations in Europe

The respective weight of the law and contract, relations between conflicts and negotiations, the level of social regulation, the place of territory, the kind of social representation, types of practices of opposition force

2. The fundamentals of intercultural management

- The contemporary theories on cultural differentiation
- The specificities of the management of multicultural teams, example of audit company Price Waterhouse Coopers
- Diversity management

Elective offers: sectional studies per zone: Eastern Europe, Northern Europe, Hispanic zone

3. Geopolitics : The European strategic stakes.

- Introduction to geopolitics
- The place of Europe on the world geopolitical scene

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Integrated Business Management

Coordinator: Dominique Garval

Credit: 6 ECTS

Level: Undergraduate

Language: English

Hours: 45 h

Period:

Prerequisite: None

Business Simulation Game

Objectives

You will learn how to:

- put strategy into action throughout the organization
- gain commitment from individuals in the organization
- achieve strategic coherence throughout the organisation
- build a common approach and a common vocabulary
- network and share experiences, know-how and inspiration

Pedagogical Methods

- Learn by doing
- Problem based learning
- Conceptual inputs and mini-cases
- Teamwork
- Total immersion
- Application to clients live business issues
- Marketplace computer simulation

Content

- What does it mean to think in strategic terms?
- Who should think in strategic terms?
- The ingredients of a strategy : objectives, strategies and tactics
- Crafting strategy versus expressing strategy
- Vertical integration of strategies
- Horizontal integration of strategies
- Other key strategic integrators
- Strategy deployment and control
- The management of strategy
- Building commitment to strategy
- Key learning points
- Do's and don'ts

Bibliography

To learn about the Marketplace simulation :

<http://www.marketplace-simulation.com>

INTERCULTURAL MANAGEMENT IN GLOBAL BUSINESS ENVIRONMENT

Coordinator: Dr. David Evans

Credit: 6 ECTS

Level: Undergraduate

Language: English

Hours: 45 h

Period:

Prerequisite: None

Context

Globalisation has profoundly transformed corporate structures and has done away with the notion of national and international firms. Henceforth, enterprises operate in one single, international marketplace. Consequently, the number of joint ventures, strategic alliances and international partnerships has increased spectacularly in the past decade.

It is in this context that intercultural management, as a management science, has taken on supreme importance in the training of future international leaders. It allows them to better comprehend the global context in which they operate on a daily basis.

Objectives

- To give learners a broad understanding of the impact of cultural awareness on corporate success
- To foster the necessary consciousness to operate effectively in the field of international negotiation
- To sensitise students to the importance of effective leadership of multicultural teams
- To assimilate and apply contemporary theory on cultural difference and learn to decode complex intercultural situations

Content

- The international economic context
- Defining culture, cultural programming, stereotypes, cybernetics
- Different perceptions of the same reality
- Models and criteria for cultural differentiation - Hall, Hofstede, Kluckhohn & Strodtbeck, Trompenaars, Adler
- Cultural diagnostics – the decoding process
- Expatriation versus local management
- Relations between HQ and subsidiaries
- Contextualisation, power distance and uncertainty avoidance
- Body language and how to interpret it
- The cultural and behavioural aspects of mergers, acquisitions, subsidiaries and joint ventures
- International meetings and negotiation

- Group problem solving in an intercultural setting
- Building up the intercultural group dynamic – the key factors of a successful international team
- Managing diversity

Pedagogical Methods

- Case studies
- Small group work
- Video cases
- Debate and group presentations
- Reading programme
- Mini conferences given by specialists in specific culture zones

Evaluation

- | | |
|-----------------------------------|-----|
| • Group presentations and debates | 40% |
| • Final written exam | 40% |
| • Participation | 20% |

Bibliography

- Geert Hofstede : Cultures and Organisations-McGraw Hill
- S.Schneider et JL Barsoux: Managing across borders - Pearson
- F. Trompenaars: Riding the waves of culture - The Economist books
- E. T. Hall: Beyond Culture, The dance of life - anchor books; Doubleday
- Lane, DiStefano, Maznevski : International Management Behaviour- Blackwell
- K.D. Parhizgar : Multicultural Behaviour and Global Business Environments – Int. Business Press

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Optional Courses

Option 1: Luxury Marketing

Coordinator:	Anne-Sophie Binninger	Credit:	6 ECTS	Level:	Undergraduate
Language:	English	Hours:	45 h		
Period:					
Prerequisite:	None				

« Consommer du luxe, c'est consommer à la fois un produit, une légende/un mythe, une tradition, des savoir-faire et un rite d'usage »

Gilles Lipovetsky

Objectives

- Understand the specificity and the evolution of luxury companies in terms of consumption and market: the paradox of luxury products, the impact of democratization of luxury sector, the picture of the new consumer of luxury products.
- Understand the concepts of marketing and the strategies which are settled by big brands of luxury products in order to develop and conserve their personal "touch".
- Allow students to apply the methods, techniques and specific approaches of marketing of luxury products in different contexts.

Content

5 main topics :

1. Consumer Behaviour and Luxury
2. Managing Brand Value
3. Product Development and Design
4. Managing Channels and Customers
5. Communication, advertising and promotion

Potential partners and/or studied cases :

Printemps, Kempinski Hôtels, Möet et Chandon, L'Oréal, LVMH, Veuve Clicquot, Chanel, Hédiard, Tag Heuer, Boucheron, Taittinger, Yves Saint Laurent...

Details of the topics

Part 1 : Consumer behaviour and luxury

- Studies and research
- Shopping experience: the new positioning of Printemps
- Service experience in Hotels
- Store atmosphere: the role of musical marketing
- Experiential and sensitive marketing

Part 2: Managing Brand Value

- Managing brand equity and pricing
- Branding Champagne
- Brand portfolio and co-branding
- Brand management and marketing strategy in luxury sectors

Part 3: Product Development and Design

- Product development
- Quality and control
- Product life cycle
- Design and creation
- Quality and creation
- Quality management and services

Part 4: Managing Channels and Customers

- Sales management of retailers
- Exclusivity and private sales
- Branding the store brand
- Retail management in luxury tourism
- CRM and loyalty for premium customers
- Sales teams management in luxury context

Part 5: Communication

- Luxury and the internet
- Advertising and Cosmetics
- Advertising and Perfumes
- Communication creation and media planning

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Option 2: Auditing & Risk Management Practices

Coordinator: Maryline Thenot

Credit: 6 ECTS

Level: Undergraduate

Language: English

Hours: 45 h

Period:

Prerequisite: None

With the cooperation of:
Price Waterhouse Coopers, Ernst & Young Audit, Deloitte & KPMG

Objectives

- Understanding the issues of the current financial situations: financial scandals, crisis, international accounting standardization, etc.
- Understanding the role of corporate governance within organizations.
- Understanding the approach of financial auditing.
- Understanding the global process of identifying, analysing, classifying, and controlling risks.
- Favouring, through the acquisition of methodological and technical skills, the establishment of an effective and permanent internal control environment.

Pedagogical Methods

- Alternative theoretical and practical teaching through various real role-play situations.
- Intervention of many professionals from big audit companies
- Each part is based on case studies while alternating several exercises and qualitative analysis

Content

Introduction : Corporate Fraud, corporate scandals & auditing issues

Part I - Corporate governance & internal control

Part II – Financial Audit Systems Modelling

Part III - Audit reporting: a practical approach

Part IV – Audit risk, Materiality & Business risk management

Part V – General approach of analysing & controlling risks

Conclusion : Auditor independence & professional ethics: international issues

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Option 3: Strategy & Entrepreneurship

Coordinator: Sonia Boussaguet

Credit: 6 ECTS

Level: Undergraduate

Language: English

Hours: 45 h

Period:

Prerequisite: None

Objectives

The objective of this seminar aims at planning an entrepreneurship approach with enthusiasm and enlightening this *approach by becoming close to a founder*.

Context

This seminar is about the re-founding and the development of an existing company. Re-creation means reproducing and modelling the starting of the company, after understanding and integrating the context and personal history of the founder. The development of the company integrates the strategic options of the students that they propose to the founder who acts as a consultant towards them. This formalization is integrated in a written business plan defended in front of the founder of the company and a teacher from RMS.

Once becoming a founder, the student cannot ignore the methodological approach that allows him to create a Marketing plan and cannot do without a sales training of his entrepreneurship project. Moreover, while the student/entrepreneur does not need to be a corporate lawyer, a minimum legal culture will make him more effective in the creation and expansion of his company.

Pedagogical Methods

The pedagogy employed is based on the dynamic interaction around:

- fundamentals of finance, marketing and law
- testimonies of entrepreneurs (real case of the founding of companies presented in class)
- comparison of the business plan with the effectiveness of the results obtained (role play of the students)
- horizontal coaching of students

The teaching method which is favoured is: Problem based learning & Learning by doing

Content:

1. Presentation of the seminar
2. Methodology of Financial modelling
3. Presentation of the case, context and history of the entrepreneur; elements for the writing of the "portrait" of the entrepreneur

4. Methodology of Marketing
5. Important figures and elements of the business case study
6. Legal approach
7. Coaching of groups of students
8. Development of the company
9. Presentation of the project [written & oral (power point presentation)]

Knowledge to acquire at the end of the course:

The aim is to learn how:

- To write a business plan/marketing plan/business development
- To acquire fundamental knowledge in management
- To know how to sell a project
- To summarize the legal aspects in relation with a company
- To formalize the project of founding a company and managerial thoughts

Recommended reading:

“ Entrepreneuriat, Apprendre à entreprendre, Alain Fayolle, Dunod, 2004,
<http://www.apce.com>”

<http://www.apce.com/pid371/apce.html>

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