

BACHELOR IN INTERNATIONAL BUSINESS STUDIES WITH MARKETING (in English language)

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I. GENERAL PRESENTATION

- **IPAC**

Created in 1984

5 campuses: Annecy, Ville-la-Grand, Chambéry, Albertville, Geneva.

1 700 students studying on Bachelor or Master degree courses, with 700 in Annecy

4 000 alumni.

IPAC is a state-recognised school.

The State grants permission to recognised institutions after validating their level. It officially attests the institution's capacity to ensure certain services generally carried out by National Education institutions. In this context IPAC:

- Can welcome lecturers from National Education institutions
- Can welcome students with national scholarships
- Has internationally recognised qualifications
- Must respect the study programmes and schedules presented on application for state recognition
- Is validated by the Ministry of National Education, and teaching inspection is carried out by the National Education Authority

(Source: « Les établissements Privés d'Enseignement Supérieur » Pierre-Henri PRELOT)

IPAC has more than 50 foreign partner universities, mainly within the ERASMUS network.

IPAC is in the ranking list of Le Figaro's 50 best Business Schools (20th position in February 2013)

Le Figaro's ranking is based on the following criteria: labels, pedagogy, international, internships and professional integration.

In addition, IPAC is ranked 6th in the national Top 20 institutions proposing Apprenticeship courses. (Figaro newspaper February 2011)

IPAC has very close links with local and national companies.

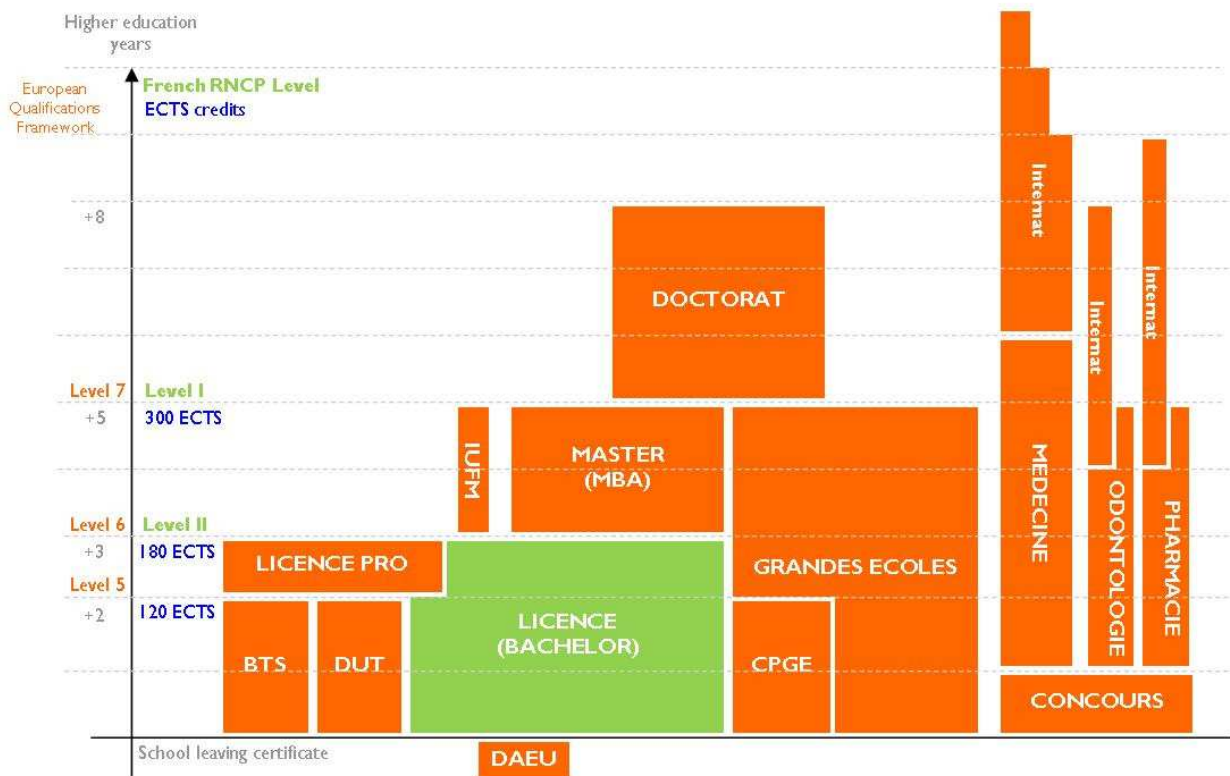
In March 2003, IPAC obtained ISO 9001 certification, 2008 version.

(ISO: International Standards Organization)

This certification is granted by an institution (Bureau Veritas Certification) for organisations (companies, associations, administrative offices) that have a quality system that complies with international standards.

IPAC has defined its own field of activity (education), its scope and its quality standards. The certification is granted by an independent organisation. Monitoring of Certification is organised every semester and a general examination must be taken every 3 years.

- **French higher education system**



- **Study programmes proposed by IPAC**

Preparatory Classes (preparation courses for entrance exams to various institutes)

Prépa IFSI Ecole d'infirmière / Preparatory class for Nursing Schools entrance exam

Prépa Educateur de jeunes enfants / Preparatory class for Educational Teacher for Young Children programme entrance exam

Prépa Educateur spécialisé / Preparatory class for Special Education Teacher programme entrance exam

Prépa Assistant de service social / Preparatory class for Social Work Assistant programme entrance exam

BTS - Brevets de Techniciens Supérieurs - (Level 5 - 2-year higher education course for a national diploma)

BTS Management des unités commerciales / BTS in Management and Marketing of a Business Unit

BTS Négociation relation client / BTS in Customer Relation and Negotiation

BTS Assistant de gestion PME/PMI / BTS Management Assistant for SME

BTS Banque / BTS in Banking

BTS Professions immobilières / BTS in Real Estate Management

BTS Comptabilité gestion des organisations / BTS in Accountancy and Business Administration

BTS Tourisme / BTS in Tourism

BTS Hôtellerie restauration / BTS in Hospitality and Catering

BTS Economie sociale et familiale / BTS in Social Work

BTS Diététique / BTS in Dietetics

Top-up Bachelor (Level 6 – One-year vocational course after 2 validated years of higher education)

Bachelor en Marketing et Communication / Bachelor in Marketing and Communication

Bachelor en e-Marketing / *Bachelor in e-Marketing*
Bachelor en Bancassurance / *Bachelor in Banking and Insurance*
Bachelor en Immobilier / *Bachelor in Real Estate Management*
Bachelor in International Business Studies with Marketing
Bachelor en Ressources Humaines / *Bachelor in Human Resources*
Bachelor en Gestion de la Paie et du Social / *Bachelor in Payroll and Social Administration*
Bachelor en Tourisme / *Bachelor in Tourism*
Bachelor en Economie Sociale et Solidaire / *Bachelor in Social and Solidarity Economy*
Bachelor en Management des Unités de Logistique et de Transport / *Bachelor in Supply Chain Management*
Diplôme de Comptabilité et de Gestion / *National Diploma in Accountancy and Administration*

Bachelor Level (Level 6 – 3-year programme)

Bachelor en Management et Gestion des Entreprises / *Bachelor in Management and Business Administration*
Bachelor en Affaires Internationales / *Bachelor in Business Studies with International Business*
Bachelor en Tourisme / *Bachelor in Tourism*
Bachelor en Economie Sociale et Solidaire / *Bachelor in Social and Solidarity Economy*
Diplôme de Comptabilité et de Gestion / *National Diploma in Accountancy and Administration*

MBA level (Level 7 – 2-year programme after 3 validated years of higher education)

MBA Développement Commercial / *MBA Management of Sales Development and Entrepreneurship*
MBA Développement Commercial, spécialité Gestion des Patrimoines Privés et Professionnels / *MBA Management of Sales Development and Entrepreneurship, with Private and Business Assets Management*
MBA Ressources Humaines / *MBA in Human Resources Management*
Diplôme Supérieur de Comptabilité et de Gestion / *National Diploma in Advanced Accountancy and Administration*

- **Rules and regulations**

ARTICLE I – HEALTH AND SAFETY

APPRENDRE & ENTREPRENDRE

1. No smoking indoors or near the doors or windows of the establishment Cigarette stubs and rubbish must be disposed of in the bins provided.
2. No food or drinks in the classrooms or computer rooms.
3. Speed limit in the car park is 10 km/hour. Please park correctly in the parking spaces provided so as to ensure full parking capacity.
4. In the case of emergency (fire, flooding...) use the emergency exits at each end of the building. See **evacuation plan displayed on each floor**. Please note that these emergency exits should be used solely for this purpose.

ARTICLE 2 – SCHEDULE

1. Class hours: 8.15am - 12am and 1.30pm - 5.15pm. This schedule could be changed by the Course leader for academic reasons. Any changes are posted on the class' board.
2. No lateness or early departure from class allowed. The break lasts 15 minutes and must be respected. It is forbidden to leave the class for any reason.
3. IPAC is open from 7.30am until 7pm. After 5.30 pm students studying at IPAC are asked to do so in the rooms allocated so that the cleaning staff can carry out its duties.

ARTICLE 3 – WORKING CONDITIONS

1. Students are not allowed in the copy room or staff rooms. For any help about documentary research, students must refer to the lecturer concerned. Newspapers and magazines are at your disposal but must be consulted on the premises.
2. **Software protection and use of IT tools:** It is strictly forbidden to copy software installed on IPAC computers.
3. It is strictly forbidden to move computers or other IT tools from one room to another. Access to the computer rooms is available until 7pm.
4. Access to fax, telephone, and copy machine is available on request. Cards can be purchased at the reception desk.
5. Wireless internet access is available on IPAC premises and accessible on personal laptop via a personal session. This session gives access to printers with a printing credit allocated to each student.

ARTICLE 4 – RULES

1. **Classes are compulsory**, and the schedules must be respected at all times. Lateness and absences must be justified (medical certificate, official appointment...).
2. All student work that is not handed in on time will be given a 0/20 grade.
3. Absence: Students must collect documents from the course leader and obtain information about contents of classes missed. Students who have missed an examination will have to register directly to the retake session to sit their exam.
4. **Tests and exams rules:** Absolutely **no speaking allowed**. Any exam fraud will be investigated by the course leader and lead to a 0/20 grade. Sanctions will be taken by the Course leader.
5. **Dress code:** Correct dress is required. All religious symbols are prohibited.
6. The premises and facilities must be respected at all times.
7. The establishment cannot accept responsibility for personal belongings. They are under the sole responsibility of their owner.
8. **The use of mobile phones is forbidden during lessons. They must be switched off.**

ARTICLE 5 – DISCIPLINARY RULES

Rules and Regulations are to be respected at all times. The following sanctions are applied:

- Reprimand
- Suspension
- Expulsion

DISCIPLINARY SANCTIONS

(particularly important for students on work-study programmes as it is a legal obligation for institutions):

- a) **Small offence or misconduct** (unjustified lateness and/or absences) : a written warning is kept in the student's file.
- b) **Serious offence or misconduct** (repeated small offence or misconduct, unacceptable behavior, lack of respect for fellow students and teaching staff): the sanction could go from a written warning kept in the student's file to a 1 to 5-day suspension.
- c) **Very serious offence or misconduct** (repeated examples of the above offences or misconducts after receiving a written warning, theft or deterioration of material, violent behavior): **definitive expulsion** from the institution after discussion between the Director and teaching staff.

In any of the above cases, the Director or his representative can suspend the student immediately, before a final decision is taken.

- **Bachelor in International Business Studies with Marketing**

The objective of the Bachelor in International Business Studies with Marketing and '[Responsable du Développement d'Unité Commerciale](#)' (Business Unit Manager) (code NSF 310n) degrees is to ensure initial training for candidates and their professional insertion with compliance with the European criteria and the requirements of the '*Commission Nationale de la Certification Professionnelle*.'



The '*Commission Nationale de la Certification Professionnelle*' (CNCPC) / National Commission of Vocational Certifications is related to the French Prime Minister. This commission manages the '*Répertoire National de la Certification Professionnelle*' (RNCP) / National Register of Vocational Diplomas which registers all the diplomas delivered in France.

Registration on the RNCP gives national recognition to the diploma for the level of qualification

French Level I (European Qualifications Framework Level 7) = Master/MBA degree, Bac + 5;

French Level II (European Qualifications Framework Level 6) = Bachelor degree, Bac + 3;

French Level III (European Qualifications Framework Level 5) = Brevet de Technicien Supérieur (BTS), Bac+2.

- **Certified skills**

The title of 'Responsable du développement d'unité commerciale' / Business Unit Manager is granted to candidates who have acquired the following skills (certified by the Commission Nationale de la Certification Professionnelle (please refer to the CNCPC site <http://www.cncp.gouv.fr>) :

COMMERCIAL SKILLS

Adapting and applying a commercial strategy to a retail outlet or business outlet

- applies the general business strategy
- proposes specific actions to different company departments which are complementary to the global business strategy
- plans in function of events and a needs analysis, and optimizes customer relations

Drawing up marketing actions

- links the general commercial strategy of the company to one or several units
- draws up a communication plan, a sales promotion plan, and decides on techniques or methods to assess results

Creating good customer relations

- develops a customer portfolio, ensures customer satisfaction and loyalty
- manages customer relations using the appropriate tools
- sets and justifies prices
- optimizes efficiency within a team

Applying a commercial strategy to a business network

- creates long-term, efficient relations with the business network
- participates to logistics

Optimizing internet sales

- studies an internet site and analyzes sales and commercial impact by carrying out appropriate actions
- calculates the cost of each action and proposes evaluation tools

MANAGERIAL SKILLS

Recruiting team members

- defines a profile for a specific post and organizes job interviews
- respects labour laws in recruitment procedures

Managing a sales team

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

- trains new team members and ensures the evolution of existing members
- manages the sales team, taking into account age, qualifications, skills, origins
- motivates the sales team

Coordinating actions

- organizes the business unit by giving instructions and explaining procedures to the team
- organizes actions within a project
- monitors the actions with efficient follow-up
- identifies problems and decides on the appropriate solution

Communicating through written documents and orally

- draws up a project and is able to defend the actions proposed, in written documents and orally, in French and in a foreign language
- uses the appropriate visual aid tools and social networks, is able to create a blog

SKILLS IN CORPORATE AND FINANCIAL MANAGEMENT

Ensuring commercial relations within a legal framework

- negotiates contracts with the Sales and Legal Departments
- respects the laws relative to company liabilities

Optimizing the business unit

- draws up a business plan, calculates the impact of the evolution of the business unit
- creates useful and efficient management tools

- **Job opportunities**

Job opportunities for graduates of 'Business Unit Manager'

Related jobs:

33112 Export Sales Manager

33113 Sales Manager

33114 Product Manager

33115 Sales Management Executive

32113 Head of administrative services department

2. FORMALITIES

- **Application procedure**

Candidates must have validated two years in higher education or have obtained 120 ECTS credits.

Candidates can also be accepted on the course through Accreditation of Prior Learning and Experience

- **Admission procedure**

Application form + motivation interview in English + assessment in English based on the CEFRL (Common European Framework of Reference for Languages)

- **Registration procedure**

Final enrolment form and required documents

3. FURTHER STUDIES

Master in Management, Master in Marketing, Master in Communication, Master in Business

4. GENERAL INFORMATION

Level of diploma: RNCP Level II “Personnel in jobs that usually require a diploma corresponding to a Bachelor degree level”, European Qualifications Framework level 6.

Programme duration: 2 semesters

This course can be taken as a full-time student

This course can be taken with Accreditation of Prior Learning and Experience

5. USEFUL INFORMATION

- **Course leaders and contacts**

Bachelor in International Business Studies with Marketing course leader: info@ipac-france.com

Anney: Manuella BOHAN / 42 Chemin de la Prairie 74000 ANNECY / +33 450 45 13 91



6. DESCRIPTION OF STUDY PROGRAMME

- **List of subjects**

Code	Subjects	ECTS credits		Workload	Weighted at	Coordinator
		Semester 5	Semester 6			
	MARKETING AND TRADE STUDY UNIT	10	8	480h		Veronique Anthonioz
ECMU9	Case study Marketing and Trade study unit		2	8h	60%	
MTU95-3328	Strategic marketing	2		60h	40%	
MTU95-3329	Market studies	2		60h	40%	
MTU95-3331	Communication strategy	2		60h	40%	
MTU96-3327	Operations communication	2		60h	40%	
MTU95-3334	Business policy and customer relations	2		60h	40%	
MTU96-350	Distribution		2	60h	40%	
MTU96-3332	Negotiation		2	60h	40%	
MTU96-3333	International development		2	60h	40%	
	MANAGEMENT STUDY UNIT	4	2	180h		Hakime Mokrane
MU95-3336	Professional communication and relations	2		60h	100%	
MU95-3337	Management of people and organizations	2		60h	100%	
MU96-3335	Sales force management		2	60h	100%	
	FINANCIAL MANAGEMENT STUDY UNIT	6	2	180h		Olivia Bestenti
ECFM9	Case study Financial Management study unit		2	8h	60%	
FM95-3338	Budgetary control	2		60h	40%	
FM95-3339	Steering tools for business administration	2		60h	40%	
FM96-3340	Financial planning	2		60h	60%	
	LAW STUDY UNIT	4	2	180h		Naima Yassin
LWU95-3342	Human resources management	2		60h	100%	
LWU95-3343	Company legal framework	2		60h	100%	
LWU96-3344	Labour law		2	60h	100%	
	PROFESSIONAL APPLICATIONS STUDY UNIT	6	16	1010h		Manuella Bohan
PA95-3345	English	2	2	120h	100%	
PA96-3341	Export project	4		120h	100%	
PA96-3346	Professional practice		10	550h	20%	
PA96-3347	Professional project		4	220h	80%	
	TOTAL	30	30	2030h		
OP95-3350	2 nd European language	1	1	60h	100%	

Unless 2nd European language offered (Italian, German or Spanish as non-beginners) which is an optional subject, all other seminars are mandatory. The reason is that each seminar allows to accumulate ECTS which are necessary to obtain the degree. Moreover, each seminar deals with a different subject, each subject being mandatory to validate all the knowledge and skills required for the certified degree.

MARKETING AND TRADE STUDY UNIT

The objectives of the Marketing and Management Study Unit is to allow the students to have the knowledge to develop a business unit, a profit centre or a new market, to build a marketing and sales plan, to create high value customer relationship, to implement the general strategy on their own unit, to implement the sales strategy thanks to team animation and the best supply chain management, to optimise the marketing and sales efficiency of a website.

STRATEGIC MARKETING

Code: MTU95-3328

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Marketing and Trade (60%)

Dates: Semester 5

Language: English

Prerequisites: none

Learning outcomes:

- Understand the concepts, methods and basic tools of the marketing process
- Know the different steps of a marketing plan
- Know the different levels of strategic planning and their usefulness
- Understand how marketing process, marketing planning, and actions plans are useful tools for developing one or several selling points
- Understand links and interactions between the different levels of the marketing process.

Programme:

The different levels of the marketing process : concepts and objectives – Marketing strategy to serve general strategy – The 3 steps of the marketing process : analytical marketing, strategic marketing, operations marketing – The typical content of the marketing plan and operations plan – External marketing audit based on market studies – Internal marketing audit – Marketing diagnostic : concepts, methods and basic tools – Key success factors for decision making and implementation of marketing actions – Segmentation – Targeting – Positioning – Tools for marketing strategy selection – Forecasting, objectives and marketing planning to serve general objectives – Mix marketing: Ps concept, integrated marketing, internal marketing, performance and social responsible marketing – Brands – Relationship marketing – Operational planning

Bibliography:

Audigier, G., 2007. *Marketing et action commerciale*. Gualino

Helfer, J.P., Orsoni J., 2007. *Marketing 10ème édition*. Vuibert

Hunon, D., 2007. *Décisions et stratégie marketing*. Gualino

Kotler, P. Keller, K., Manceau, D., Dubois B., 2009. *Marketing Management 13ème édition*. Pearson Education

Lebon Y., Van Laethem N., Durand-Megret B., 2012. *La boîte à outils du responsable marketing*. Dunod

Lendrevie, J., Lévy, J., Lindon, D., 2009. *Mercator, théories et nouvelles pratiques du marketing – 9ème édition*. Dunod

Soulez, S., 2008. *Le marketing*. Gualino

MARKET STUDIES

Code: MTU95-3329

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Marketing and Trade (60%)

Dates: Semester 5

Language: English

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

Prerequisites:

- Basic knowledge in strategic marketing

Learning outcomes:

- Know the steps to carry out a market study.
- Know the main areas and methods of predictive marketing
- Know theories and concepts related to consumer behaviour and corporate clients to build a more relevant offers than competitors and reach sales objectives
- Understand how and why market studies are carried out, and how to conduct an external audit. How to choose a method of predictive marketing
- Be able to find information, analyse them and chose the best method according to the objectives set.

Programme:

Market studies: content and objectives – How to know the client – Use market studies in the marketing process – Types of market studies – Carrying a market study out – The seven objectives of a market study – Internal and external sources – Quantitative studies: concept, methods, objectives – Qualitative studies: concept, methods, objectives – How to buy a market study – Whom to buy a market study? – Forecasting – The advantage to know the clients – Consumer behaviour: concepts, objectives, methods and challenges – Corporate buyers' behaviour

COMMUNICATION STRATEGY

Code: MTU95-333 I

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Marketing and Trade (60%)

Dates: Semester 5

Language: English

Prerequisites:

- Basic knowledge in communication

Learning outcomes:

- Understand the concept of communication. Identify the different types of communication
- Know the communication processes
- Know the communication actors
- Be able to set a communication strategy in a global marketing and sales strategy.
- Set communication objectives according to a target and financial objectives
- Be able to set a positioning
- Draw a communication plan and manage the communication budget
- Measure results

Programme :

Theories about communication – The different types of corporate communication : corporate communication, external communication (media and below-the-line), internal communication and crisis communication – Actors: media, communication agencies, advertisers – Working with an agency: brief, selection, contract – Branding – Identity and graphic charter: logo, typography, colors – Managing the brand image – Draw a communication plan: objectives, targets, messages, communication mix – Positioning – New trends in mas consumption communication – Draw and implement a communication plan – Measure the efficiency of communication: indicators, dashboards, image barometer

Bibliography :

Malaval P et Decaudin P, 2008. *PENTACOM*. Pearson
Jezequel B, 2012. *La boîte à outils du responsable de communication*. Dunod
Doussy M, 2012. *Communication*. Nathan Technique
Rencker E, 2008. *Le nouveau visage de la com interne*. Eyrolles

OPERATIONS COMMUNICATION

Code: MTU96-3327

Number of ECTS Credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Evaluation: Exam (40%) + Case study Marketing and Trade (60%)

Dates: semester 5

Language: English

Prerequisites:

- Basic knowledge in communication

Learning outcomes:

- Know the communication tools the company can use to implement a corporate communication strategy
- Know external (media, below-the-line) and internal communication tools
- Be able to use communication tools
- Be able to draw a media plan (advertising)
- Manager a below-the-line communication plan (press communication, public relations, street marketing)
- Know the basic concept of event creation
- Communicate through web and social networks

Programme:

Distinction between media and below-the-line communication – Creation of a media plan: media selection according to targets and budgets – Advertising – Press relations – Develop public relations – Corporate website – Referencing – Direct marketing on the web: newsletter, e-mailing, buzz marketing – Community – Mobile communication – Internal written communication – Be able to write a message for internal communication according to a specific support and respecting the corporate identity – Oral internal communication tools – Intranet and corporate social network – e-newsletter – Social networks and managers network – Web TV – Budgets and costs – Focus on internal communication tools for social crisis situations

Bibliography:

Malaval P et Decaudin P, 2008. *PENTACOM*. Pearson
Jezequel B, 2012. *La boîte à outils du responsable de communication*. Dunod
Doussy M, 2012. *Communication*. Nathan Technique
Rencker E, 2008. *Le nouveau visage de la com interne*. Eyrolles

BUSINESS POLICY AND CUSTOMER RELATIONS

Code: MTU95-3334

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Marketing and Trade (60%)

Dates: Semester 5

Language: English

Prerequisites:

- Basic knowledge in strategic marketing

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

Learning outcomes:

- Know the concepts and tools necessary for organizing and implementing a selling action
- Chose relevant targets, set the selling speech accordingly and drive the selling activity according to the general strategy

Programme:

Links between marketing and sales strategy – Objectives, strategy and plan on a commercial, marketing and communication point of view – Where can we find sales information – Commercial diagnostic tools – Be able to make the difference between the use of these tools for the sales process and the marketing process – Segmentation: concept and objectives - Which are the criteria to take into account to identify the targets that will allow to reach the economic objectives set by the company – Sales objectives: definition – Possible selling strategies : prospection, loyalty – Be able to make recommendation, undertake an action – The typical structure of the Sales Action Plan – Optimize prospection to reach objectives – Qualify contacts – Organisation tools – Be able to draw and monitor a loyalty scheme: relationship marketing, customer relationship management – Be able to follow the sales action plan in order to make readjustments if necessary to reach the objectives

Bibliography:

- Alard, P., Guggémos, P.A., 2004. *CRM, les clés de la réussite*. Editions d'Organisation
- Bélorgey, P. Mercier, S., 2011. *La boîte à outils du commercial*. Editions Dunod
- Blanc, M.A., Disquay- Le Gall, M.P., 2012. *Toute la fonction Commerciale : Savoir, Savoir-faire, Savoir-être*. Dunod
- Hamon, C., Lezin, P., Toullec, A., 2004. *Gestion de clientèles*. Dunod
- Hamon, C., Lezin, P., Toullec, A., 2004. *Gestion et management de la force de vente*. Dunod
- Kotler, P., Keller, K., Manceau, D., Dubois B., 2009. *Marketing Management 13ème édition*. Pearson Education
- Lendrevie, J., Lévy, J., Lindon, D., 2009. *Mercator, théories et nouvelles pratiques du marketing – 9ème édition*. Dunod
- Mc Donald, M., 2010. *Les plans marketing, comment les établir ? comment les utiliser ?*. De Boeck
- Peelen, E., Jallat, F., Stevens, E., Volle, P., 2009. *Gestion de la relation client 3e édition*. Pearson Education.
- Py, P., 2008. *Conquérir de nouveaux clients*. Editions d'organisation
- Py, P., 2008. *Concevoir et Piloter un plan d'actions commerciales*. Editions d'organisation
- Py, P., 2008. *Méthodes et astuces pour... Concevoir et piloter un plan d'actions commerciales*. Editions d'Organisation
- Vendeuvre, F., Beaupré, P., 2005. *Gagner de nouveaux clients, la prospection efficace*. Dunod

DISTRIBUTION

Code: MTU96-350

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Marketing and Trade (60%)

Dates: Semester 6

Language: English

Prerequisites:

- Basic knowledge in strategic marketing and business policy – customer relations

Learning outcomes:

- As a manufacturer, know the concepts, tools en stakes of en efficient distribution policy
- Know the concepts, tools and stakes of distribution marketing
- Understand how to develop a long-lasting and efficient distribution system
- Be able to participate in the management of a distribution channel (select and drive intermediaries)
- Be able to participate in the creation of an efficient distribution marketing mix

Programme:

Drive a long-lasting and efficient distribution policy, according to the general strategy: analysis, objectives, strategy – Selection and assessment of intermediaries: distribution channel, bulk, central purchasing, vertical and horizontal marketing systems, on-line sales – Drive intermediaries: train, cooperate, coordinate, trade marketing, ECR, Category Management – Store name marketing : mission, positioning, target, segmentation, retailing mix – Motivations for visiting a point of sale – Chose a point of sale – Consumer behavior in a shop – Experiential marketing or the experience as in a stage play – “Retailtainment”, megastore, flagship, concept store, retail – Distribution turnover: margins, mark-up, sell refusal ban, sales at loss ban, back door margin – Manage the supply chain, sales logistics and distribution

Bibliography:

Des Garets, V. Filser, M. Paché, G., 2012. *La distribution : organisation et stratégie 2e édition*. EMS Editions

Helfer, J.P. Orsoni, J., 2012. *Marketing 12e édition*. Vuibert

Lopes, C. 2011. *Le guide du category management : Se différencier en optimisant la gestion des catégories*. Éditions d'Organisation

NEGOTIATION

Code: MTU96-3332

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Marketing and Trade (60%)

Dates: Semester 6

Language: English

Prerequisites:

- Basic knowledge in communication

Learning outcomes:

- Know the principles of communication and techniques to improve it
 - Know the different steps of a selling interview
 - Know the specific features to sell to different types of clients
 - Know the principles of selling without face to face
 - Negotiate with all types of clients
 - Be able to finalise a sale
 - Be able to sell without face to face (phone selling, webinar selling)

Programme:

Reminder on communication principles – Power relationship – Personal interest / company interest – Preparing the negotiation : strategies and tools – Levers and room for manoeuvre – The different steps of a classical selling interview – Behavior – Using prepared tools and strategies – Convince immediately: complete the sale and reassure the client – Convince during a second interview: prepare the interview, keep contact, keep room for manoeuvre, watch the competition – Sign the contract and win the loyalty of the client – Identify the final decision-maker and the technical decision-maker when selling to several representatives – Convert your interlocutors in sellers for your company – Take into account each person during an interview – Sales answering to a call for bid – Sell to a distributor – Sell to an governing body – “Sell” to a prescriber – Sell to key accounts – Phone selling – Webinar selling

Bibliography:

David, P., 2009. *La négociation commerciale en pratique, 5ème éd.* Editions d'Organisation

De Menthon, S., 2010. *Mieux utiliser le téléphone: Accueil, vente, prise de rendez-vous, négociation*. Éditions d'Organisation

Korda, P., 2010. *Négociier et défendre ses marges*, 4ème éd. Dunod

INTERNATIONAL DEVELOPMENT

Code: MTU96-3333

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Marketing and Trade (60%)

Dates: Semester 6

Language: English

Prerequisites:

- Basic knowledge in strategic marketing

Learning outcomes:

- Know the concepts and methods related to export market studies, export monitoring, export diagnosis and export strategy
- Understand the concepts and methods of an export process or a market approach process. Present an export plan
- Know the advantages and risks of exporting, the organizations to contact
- Make the link between an export process and a national marketing strategy, between an export plan and a national marketing plan
- Be able to carry out an export market study, an export monitoring, an export diagnosis
- Understand how export strategic decisions and choices are made

Programme:

Concepts and objectives of global trade – Institutional and legal framework – Helping bodies and organizations – The export market study – Export diagnosis – Export strategic choices – Select target countries – Specific features of the break-even point in an export project – Specific export costs – Export competition strategies – Import strategy

Bibliography:

Aoun, J., 2005. *Gérer les différences culturelles*. Multimonde

Collectif, 2001. *Exporter - Pratique du Commerce International*. Foucher

De Bodinat, H., De Leersnyder, J.M., 1984. *Gestion Internationale de l'entreprise*. DALLOZ Gestion

Guitel, V., 2006. *Déjouez les pièges des relations Interculturelles*. Gereso

Jolivot, A.G., 2008. *Marketing international*. Dunod

Jolivot, A.G., 2008. *Marketing International*. Dunod

Pasco, C., Le Ster-Beaumevieille, H., 2007. *Marketing international*. Dunod

MANAGEMENT STUDY UNIT

The Management Study Unit covers a large range of knowledge and techniques that allow to get things done by other individuals according to specific behaviours.

PROFESSIONAL COMMUNICATION AND RELATIONS

Code: MU95-3336

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

Assessment: Exam (100%)

Dates: Semester 5

Language: English

Prerequisites: none

Learning outcomes:

- To know the suitable tools for a good interpersonal communication in a company
- Manage time and stress in a business environment
- Use those tools in order to be more efficient: time management, stress management, interpersonal relations, performance review, conflict management, meeting leading...

Programme:

Jakobson communication model – Oral and non-oral communication - Communication limits and the influence of our beliefs - Joint engagement in communication process - Johari window – Introduce a constructive communication environment with the persons we are speaking to – Improve oral and written skills for better understanding – Definition and stress factors – Stress and dependence – Time management pathologies – Karpman drama triangle – Methodology and strategies to implement – The motivation – The objectives of the performance review – Feedback analysis – Meetings – The importance of the environment – The participants' profile

Bibliography:

Abric J.-C., 2008. *Psychologie de la communication: Théories et méthodes*. Paris: Armand Colin

Breton, P., 1996. *L'argumentation dans la communication*. Paris: La Découverte.

Breton, P., 2000. *La parole manipulée*. Paris: La Découverte.

Lacroix M.-J., 2013. *Vivre et travailler avec des personnalités difficiles - Les clés pour comprendre et savoir que faire*. Paris: Inter éditions.

Marsille J.-B., 2013. *La communication non verbale. L'art de communiquer sans dire un mot*. Paris: Gualino

Roy S., Pépin N., 2012. *La communication une vraie passion*. Paris: Performance édition

MANAGEMENT OF PEOPLE AND ORGANIZATIONS

Code: MU95-3337

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (100%)

Dates: Semester 5

Language: English

Prerequisites:

- General knowledge in business management

Learning outcomes:

- Know different management styles
- Know the criteria for the management of teamwork
- Have the vision of the role of a manager and the progression of management through different organisational theories
- Demonstrate a managerial know-how in order to coach teamwork
- Create a positive relationship in order to optimise the organisation
- Identify the objectives and expectations within the group
- Describe and understand the management method used in the teamwork, crisis management...

Programme:

Definition of the management position – Understand the company's general policy – The company's environment, mechanisms and rules – The classical school – The human relations school – The social systems school – Management and influence factors – Hierarchical, functional and moral authority – Directive management – Persuasive management – Participative management – Delegate management – Develop relationships within the team – Develop collective actions – Develop team cohesion – Manage conflicts

Bibliography:

Boyer L., 2005. *50 ans de management des organisations*. Paris: Les Éditions d'Organisation

Boyer L., 2006. *Management des hommes: historique, grands acteurs et auteurs*. Paris: Les Éditions d'Organisation

Drancourt M., 1998. *Leçons d'histoire sur l'entreprise de l'Antiquité à nos jours*, Paris: PUF

Girard B., *Histoire des théories du management en France du début de la révolution industrielle au lendemain de la première guerre mondiale* [pdf] Disponible sur: www.bernardgirard.com/management.pdf [Accédé le 20 mars 2013]

Kennedy C., 2008 (5^{ème} éd.). *Toutes les théories du management: les idées essentielles des auteurs les plus souvent cités*, Paris: Maxima

SALES FORCE MANAGEMENT

Code: MU96-3335

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (100%)

Dates: Semester 6

Language: English

Prerequisites:

- Basic knowledge in communication

Learning outcomes:

- Prepare and conduct a sales interview, present arguments, deal with objections, oral expression and listening skills.
- Understand that a sales force is better than its sole components.
- Organise the environment for an efficient sales negotiation approach
- Develop negotiation skills for an optimization of the relationship within the group
- Have a project accepted by the sales force
- Manager and coach salespersons

Programme:

Analyse methods to persuade, please, convince, raise support – Study and interpret non-oral behaviours in negotiation – Understand the interpersonal relationship in a negotiation process – Be able to take and keep a position – Understand that it is better to sell at a good price than to sell – Understand the client's needs et identify the obstacles to buy – Set objectives, organize the sales force and implement a strategy – The MENTOR method for coaching salespersons

Bibliography :

Bercoff, M. A., 2009. *L'art de négocier*. Paris : Editions d'Organisation.

Debordes, P., 2006. *Le coaching efficace des commerciaux*. Paris : Dunod.

Couzon, E., Le Gall M. P., 2005. *Mieux se connaître pour vendre plus : Outils et techniques de développement personnel à l'usage des commerciaux*. Paris : Dunod

Blanchard K., et Johnson S., 2006. *Le manager minute*. Paris : Editions d'Organisation.

Commarmond G., Exiga A., 2004. *Manager par les objectifs*. Paris : Dunod.

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

David P., 2008. *La négociation commerciale en pratique*. Paris : Editions d'Organisation.
Kotler P., 2012. *Marketing & Management*. 14e édition. Paris : International Pearson Edition

FINANCIAL MANAGEMENT STUDY UNIT

The Financial Management Study Unit allows the student to get the necessary skills to administrate his/her business.

BUDGETARY CONTROL

Code: FM95-3338

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Financial Management (60%)

Dates: Semester 5

Language: English

Prerequisites:

- Basic knowledge of the balance sheet

Learning outcomes:

- Be able to balance a budget and report efficiently to the financial department
- Know the basic calculations of costs and increase the break-even point
- Analyse margins as a steering tool for the company
- Master budgetary process
- Be able to forecast a turnover and maximise costs
- Be able to use the data given by the cost controlling department and calculate the break-even point
- Set a cost price, a margin, and set a selling price
- Highlight and read into deviations for a good follow-up of sales

Programme:

Reminder on the balance sheet – Sales forecast methods – Fixed and variable costs – Partial costs: variable costs and specific costs – Break-even point – Impact of modification in activity on the breakeven point - Gap analysis – Budgetary control of the sales function – Turnover and margin gaps – Forecasting by simulations

Bibliography :

Giraud, F., Saulpic, O., Naullau, G. et Delmond, M.-H., 2008. *Contrôle de gestion et pilotage de la performance*. 6^{ème} éd. Gualino.

Pottier, F., 2004. *L'analyse des coûts : une clé des choix de l'entreprise*. EMS Editions.

Grandguillot, B., Grandguillot, F., 2012. *L'essentiel du contrôle de gestion*. 6^{ème} éd. Gualino.

STEERING TOOLS FOR BUSINESS ADMINISTRATION

Code: FM95-3339

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Financial Management (60%)

Dates: Semester 5

Language: English

Prerequisites:

- Basic knowledge of financial management

Learning outcomes:

- Measure the implementation of sales techniques and merchandising to maximize the turnover

Programme:

Presentation of a profit and loss account – Margin – Mark-up – Gross operating surplus – Operational cash-flow – Balance sheet – Stocks – Clients – Suppliers – Working capital requirements – Key ratios – Sales management dashboards – Set performance and steering indicators -

Bibliography:

Fernandez, A., 2010. *Les nouveaux tableaux de bord des managers*, 5^{ème} éd. EYROLLES

Giraud, F., Saulpic, O., Naullau, G. et Delmond, M.-H., 2008. *Contrôle de gestion et pilotage de la performance*. 6^{ème} éd. Gualino.

FINANCIAL PLANNING

Code: FM96-3340

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (40%) + Case Study Financial Management (60%)

Dates: Semester 5

Language: English

Prerequisites:

- Basic knowledge of financial management

Learning outcomes:

- Know the financial part of a business plan: projected profit and loss account, cash flow plan, funding plan, projected balance sheet
- Transcribe with figures the implementation of a development project, as part of a financial planning
- Measure potential revenues and costs of a project, necessary resources and needs for its good functioning
- Analyse the profitability of a project

Programme:

The Business plan – Financial part – The users of the business plan : management board, human resources department, shareholders, bankers, personal representatives – Initial financing plan – Drawing up a provisional profit and loss account – Drawing up projected budgets: sales budget, buying budget, investment budget, anticipation of needs of staff – Introduction of the risk of change when importing or exporting – Forward sale and insurance for the risk of change – Calculation of the break-even point of a project – cashing and withdrawal – Vat budget – Cash flow gaps – Financial planning – Working capital requirements – Maximisation of resources and ratio employment / resources – Financial leverage – Estimated balance sheet

Bibliography :

Giraud, F., Saulpic, O., Naullau, G. et Delmond, M.-H., 2008. *Contrôle de gestion et pilotage de la performance*. 6^{ème} éd. Gualino.

Pic, J.-C., 2012. *A chaque enjeu son business plan*. 2^{ème} éd. Vuibert.

Sion, M., 2010. *Réussir son Business Plan*. 2^{ème} éd. Dunod

Grandguillot, B., Grandguillot, F., 2004. *L'essentiel de la gestion prévisionnelle*. Gualino

LAW STUDY UNIT

The Law Study Unit allows the student to get the necessary skills to take into account the legal framework in his professional activity.

HUMAN RESOURCES MANAGEMENT

Code: LWU95-3342

Number of ECTS credits: 2 ECTS

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: 1 exam (100%)

Dates: Semester 5

Language: English

Prerequisites:

- Basic knowledge of contract law

Learning outcomes:

- The fundamentals of labor law and their effect on personnel management.
- Deal with issues relating to staff management – from recruitment to layoff.

Programme:

The different types of employment contracts and their characteristics - Optional clauses -Other aspects of human resources management, including: mobility, training, trial periods, working hours, the different types of leaves, paid vacation, resignation, termination of contract, related legal documents

Bibliography:

Memento pratique – Francis Lefebvre – Social

■ ■ Ouvrages spécialisés sur différents aspects du droit social – Editions Lamy

Revue fiduciaire – Paye (RF Paye)

■ ■ Code du travail annoté – Editions Dalloz

Droit du travail Droit vivant - Jean-Emmanuel RAY – Editions Liaisons

BUSINESS LEGAL FRAMEWORK

Code: LWU95-3343

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (100%)

Dates: Semester 5

Language: French

Prerequisites:

- Basic knowledge of contract law

Learning outcomes:

- Master the legal environment for the sale of goods and services
- Master the legal environment for the sale and distribution methods
- Understand the obligations bound in a contract and the risks related to the company liability

Programme:

Sales contracts: general points – Writing a contract – The effects of a contract – Specific sales – Regulated sales – Prohibited sales – Competition law – Main distribution contracts – Concession contracts – Franchise contract – Selective distribution

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

LABOUR LAW

Code: LWU96-3344

Number of ECTS credits: 2 ECTS credits

Number of hours: 60 hours (22h in class + 38h personal study)

Assessment: Exam (100%)

Dates: Semester 6

Language: French

Prerequisites:

- Basic knowledge of contract law

Learning outcomes:

- Master the basics in labour law
- Be attentive to avoid delicate legal issues in the company.
- Be able to find the right legal information
- Be able to deal with the main problems linked to personnel management (recruitment, workload organization, paid leave, sick leave...) in accordance with the social legal framework

Programme:

The origins of labour law – Permanent contract – Trial period, non-competition clause, mobility clause, repayment of training costs clause – Temporary contract and fixed-term contract – Record of working hours – Part-time and organization of working hours – Working hours for executives and senior executives – Remuneration of working hours – Suspension of working contract – Paid leave – Sick leave and work-accident – Maternity leave – Modification of the contract – Resignation – Force majeure – Retirement – Dismissal for personal reason – Redundancy – Voluntary redundancy - Transaction

Bibliography:

Revue Lamy social

Journal officiel, lois, décrets, annonces légales

Code du travail

Lefebvre, F, 2013, *Mémento pratique social*. Levallois : Editions Francis Lefebvre

PROFESSIONAL APPLICATIONS UNIT

The Professional Applications Study Unit is a transversal study unit gathering all subjects necessary for today's business. It allows the students to improve their language skills (English) and their general information technology skills.

ENGLISH

Code: PA95-3345

Number of ECTS credits: 2 ECTS credits / semester

Number of hours: 100 hours (44h in class + 56h personal study)

Assessment: 1 written exam (60%) + 1 oral presentation (40%)

Dates: Semester 5 + semester 6

Language: English

Prerequisites:

- Level B1 CEFR

Learning outcomes:

- Know the vocabulary related to the company and management
- Improve oral and written communication thanks to better grammar

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

- Develop management skills and oral and written abilities to communicate in English in a professional environment
- Be able to manage complex professional situations in English in order to be independent
- Be able to understand professional conversations and interact in English with several interlocutors
- Use a correct oral and written professional communication

Programme:

Develop team cohesion thanks to appropriate actions – Chose and present appropriate training to employees of one's department – Organize and present a meeting – Incorporate a new employee in the company and the working team – Manage conflict within the working team – Organize and manage a recruitment – Manage conflicts with a client or a supplier – Customer telemarketing, contact with clients and/or suppliers, reminder, negotiation – Select, prepare and take part in a professional fair – Organize an informal meeting with clients – Phone communication

Bibliography:

NATHAN Anglais, Coffret liberté

2ND EUROPEAN LANGUAGE (Italian, German or Spanish)

Number of ECTS credits: 1 ECTS credit / semester

Number of hours: 60 hours (44h in class + 16h personal study)

Assessment: 1 Multiple Choice Questions exams (60%) + 1 oral presentation (40%)

Dates: Semester 5 + semester 6

Language: Italian/German or Spanish

Prerequisites:

- Level A2 CEFRL

Learning outcomes:

- Know the vocabulary related to the company and management
 - Improve oral and written communication thanks to better grammar
 - Develop management skills and oral and written abilities to communicate in English in a professional environment
 - Be able to manage complex professional situations in English in order to be independent
 - Be able to understand professional conversations and interact in English with several interlocutors
 - Use a correct oral and written professional communication

Programme:

Develop team cohesion thanks to appropriate actions – Chose and present appropriate training to employees of one's department – Organize and present a meeting – Incorporate a new employee in the company and the working team – Manage conflict within the working team – Organize and manage a recruitment – Manage conflicts with a client or a supplier – Customer telemarketing, contact with clients and/or suppliers, reminder, negotiation – Select, prepare and take part in a professional fair – Organize an informal meeting with clients – Phone communication

EXPORT PROJECT

Code: PA96-3341

Number of ECTS credits: 4 ECTS

Number of hours: 120h (personal work)

Assessment: 1 individual written project + individual oral presentation

Dates: Semester 5

IPAC

<http://www.ipac-france.com/formation/bachelor/international-business-studies-with-marketing.html>

Language: English

Prerequisites:

- Knowledge of international development

Learning outcomes:

- Self-development of computer skills
- Defend a project orally in a foreign language

Programme:

Students are asked to export a French product to a foreign country outside Europe or to their home country. The product must not be already exported in this country and should be a new entrant on the market. Their export strategy has to be presented in a written document in English and showing their best IT skills and defended orally before a jury.

- **Internship**

The internship must be of a minimum of 19 weeks.

- **Evaluation**

For each course module/seminar in the Marketing and Trade study unit and in the Financial Management study unit, the knowledge and skills of the student are assessed by a 1-hour exam (40%) and a case study (60%). Course modules in other study units are assessed by a 1-hour exam which is worth 100% of the mark.

The case study is completed with a Professional Project which objective is for the student to develop and present a project carried out in the company in which he did his professional practice.

- Professional skills are assessed as follows: 20% for the Professional Practice mark and 80% for the Professional Project mark.

APPRENDRE & ENTREPRENDRE

Equal opportunity: Students with a disability can be granted extra time during exams, on presentation of a medical certificate.

- **Organization**

Starts Monday, 9 September 2013

Autumn break: from 21 to 25 October 2013

Christmas break: from 23 December 2013 to 3 January 2014

Internship: from 27 January 2013 to 6 June 2013

Case study and oral presentation of the professional project: Tuesday 10 to Tuesday 17 June 2014

Re-sit exams: Monday 25 to Wednesday 27 August 2014

See Calendar at the end of the document

- **Mark scheme**

To validate their year of studies, students must meet the following criteria (after the retake session, if necessary):

- obtain in all exams, all case studies, the professional project and the professional practice, a mark of at least 6/20;
- obtain an average mark for each study unit of at least 10/20;
- obtain a general average of at least 10/20;

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- obtain 60 ECTS credits.

All other cases will be discussed by a jury. If the jury decides not to give the degree to the student, the student can re-sit the exams within 2 successive years.

If a student questions any mark obtained, a written demand must be sent to the course leader. The demand will be appreciated by the study unit coordinator.

7. INTERNATIONAL

- **Study abroad**

Students who have validated a Bachelor in International Business Studies with Marketing can follow their studies in a partner institution abroad within the Erasmus programme or bilateral agreements. Scholarships are available.

Please contact the International Office for information:

Géraldine HUSSENOT / ghussenot@ipac-france.com / +33 450 45 32 47

Audrey ABBONEN / aabbonen@ipac-france.com / +33 450 45 32 47

- **International transcript of records**

Transcripts of records are both in French and English and stipulate the number of ECTS credits and ECTS grades for each subject.

ECTS is a learner-centred system for credit accumulation and transfer based on the transparency of learning outcomes and learning processes. It aims to facilitate planning, delivery, evaluation, recognition and validation of qualifications and units of learning as well as student mobility. ECTS is widely used in formal higher education and can be applied to other lifelong learning activities. ECTS credits are based on the workload students need in order to achieve expected learning outcomes.

Workload indicates the time students typically need to complete all learning activities (such as lectures, seminars, projects, practical work, self-study and examinations) required to achieve the expected learning outcomes.

60 ECTS credits are attached to the workload of a fulltime year of formal learning (academic year) and the associated learning outcomes.

1 ECTS credit = 20 to 30 workload hours (approved by the Academic Board)

The ECTS grade scale ranges from A to F as follows:

ECTS grade	IPAC grade	Definition
A	17 ≤ grade ≤ 20	EXCELLENT - outstanding performance with only minor errors
B	14 ≤ grade ≤ 16.99	VERY GOOD - above the average standard but with some errors
C	12 ≤ grade ≤ 13.99	GOOD - generally sound work with a number of notable errors
D	10 < grade ≤ 11.99	SATISFACTORY - fair but with significant shortcomings
E	grade = 10	SUFFICIENT - performance meets the minimum criteria or RESIT MARK
FX	06 ≤ grade ≤ 09.99	FAIL - possible re-sit
F	grade ≤ 05.99	FAIL - compulsory re-sit

- **Diploma Supplement**

With their degree, students will be given an Europass Diploma Supplement.

The diploma supplement is a document added to the higher education degree. Its purpose is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgments, equivalence statements or suggestions about recognition. The diploma supplement is delivered by national institutions according to the model designed by a work group composed of the European Commission, the Council of Europe and the UNESCO. Each graduate student must receive automatically and free of charge a diploma supplement, written in a largely understandable European language.

IPAC was delivered the Diploma Supplement Label in 2012 by the European Commission.



EXAMPLE OF PLANNING - BACHELOR IBSM

Semester 1 : From 09/09/2013 to 20/12/2013

Semester 2 : From 06/01/2014 to 23/06/2014

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Thursday 1	Sunday 1	Tuesday 40 1	Friday 1	Sunday 1	Wednesday 1	Saturday 1	Saturday 1	Tuesday 14 1	Thursday 1	Sunday 1	Tuesday 27 1	Friday 1	Monday 1
Friday 2	Monday 2	Wednesday 2	Saturday 2	Monday 2	Thursday 2	Sunday 2	Sunday 2	Wednesday 2	Friday 2	Monday 2	Wednesday 2	Saturday 2	Tuesday 36 2
Saturday 3	Tuesday 36 3	Thursday 3	Sunday 3	Tuesday 49 3	Friday 3	Monday 3	Monday 3	Thursday 3	Saturday 3	Tuesday 23 3	Thursday 3	Sunday 3	Wednesday 3
Sunday 4	Wednesday 4	Friday 4	Monday 4	Wednesday 4	Saturday 4	Tuesday 6 4	Tuesday 10 4	Friday 4	Sunday 4	Wednesday 4	Friday 4	Monday 4	Thursday 4
Monday 5	Thursday 5	Saturday 5	Tuesday 45 5	Thursday 5	Sunday 5	Wednesday 5	Wednesday 5	Saturday 5	Monday 5	Thursday 5	Saturday 5	Tuesday 32 5	Friday 5
Tuesday 32 6	Friday 6	Sunday 6	Wednesday 6	Friday 6	Monday 6	Thursday 6	Thursday 6	Sunday 6	Tuesday 19 6	Friday 6	Sunday 6	Wednesday 6	Saturday 6
Wednesday 7	Saturday 7	Monday 7	Thursday 7	Saturday 7	Tuesday 2 7	Friday 7	Friday 7	Monday 7	Wednesday 7	Saturday 7	Monday 7	Thursday 7	Sunday 7
Thursday 8	Sunday 8	Tuesday 41 8	Friday 8	Sunday 8	Wednesday 8	Saturday 8	Saturday 8	Tuesday 15 8	Thursday 8	Sunday 8	Tuesday 28 8	Friday 8	Monday 8
Friday 9	Monday 9	Wednesday 9	Saturday 9	Monday 9	Thursday 9	Sunday 9	Sunday 9	Wednesday 9	Friday 9	Monday 9	Wednesday 9	Saturday 9	Tuesday 37 9
Saturday 10	Tuesday 37 10	Thursday 10	Sunday 10	Tuesday 50 10	Friday 10	Monday 10	Monday 10	Thursday 10	Saturday 10	Tuesday 24 10	Thursday 10	Sunday 10	Wednesday 10
Sunday 11	Wednesday 11	Friday 11	Monday 11	Wednesday 11	Saturday 11	Tuesday 7 11	Tuesday 11 11	Friday 11	Sunday 11	Wednesday 11	Friday 11	Monday 11	Thursday 11
Monday 12	Thursday 12	Saturday 12	Tuesday 46 12	Thursday 12	Sunday 12	Wednesday 12	Wednesday 12	Saturday 12	Monday 12	Thursday 12	Saturday 12	Tuesday 33 12	Friday 12
Tuesday 33 13	Friday 13	Sunday 13	Wednesday 13	Friday 13	Monday 13	Thursday 13	Thursday 13	Sunday 13	Tuesday 20 13	Friday 13	Sunday 13	Wednesday 13	Saturday 13
Wednesday 14	Saturday 14	Monday 14	Thursday 14	Saturday 14	Tuesday 3 14	Friday 14	Friday 14	Monday 14	Wednesday 14	Saturday 14	Monday 14	Thursday 14	Sunday 14
Thursday 15	Sunday 15	Tuesday 42 15	Friday 15	Sunday 15	Wednesday 15	Saturday 15	Saturday 15	Tuesday 16 15	Thursday 15	Sunday 15	Tuesday 29 15	Friday 15	Monday 15
Friday 16	Monday 16	Wednesday 16	Saturday 16	Monday 16	Thursday 16	Sunday 16	Sunday 16	Wednesday 16	Friday 16	Monday 16	Wednesday 16	Saturday 16	Tuesday 38 16
Saturday 17	Tuesday 38 17	Thursday 17	Sunday 17	Tuesday 51 17	Friday 17	Monday 17	Monday 17	Thursday 17	Saturday 17	Tuesday 25 17	Thursday 17	Sunday 17	Wednesday 17
Sunday 18	Wednesday 18	Friday 18	Monday 18	Wednesday 18	Saturday 18	Tuesday 8 18	Tuesday 12 18	Friday 18	Sunday 18	Wednesday 18	Friday 18	Monday 18	Thursday 18
Monday 19	Thursday 19	Saturday 19	Tuesday 47 19	Thursday 19	Sunday 19	Wednesday 19	Wednesday 19	Saturday 19	Monday 19	Thursday 19	Saturday 19	Tuesday 34 19	Friday 19
Tuesday 34 20	Friday 20	Sunday 20	Wednesday 20	Friday 20	Monday 20	Thursday 20	Thursday 20	Sunday 20	Tuesday 21 20	Friday 20	Sunday 20	Wednesday 20	Saturday 20
Wednesday 21	Saturday 21	Monday 21	Thursday 21	Saturday 21	Tuesday 4 21	Friday 21	Friday 21	Monday 21	Wednesday 21	Saturday 21	Monday 21	Thursday 21	Sunday 21
Thursday 22	Sunday 22	Tuesday 43 22	Friday 22	Sunday 22	Wednesday 22	Saturday 22	Saturday 22	Tuesday 17 22	Thursday 22	Sunday 22	Tuesday 30 22	Friday 22	Monday 22
Friday 23	Monday 23	Wednesday 23	Saturday 23	Monday 23	Thursday 23	Sunday 23	Sunday 23	Wednesday 23	Friday 23	Monday 23	Wednesday 23	Saturday 23	Tuesday 39 23
Saturday 24	Tuesday 39 24	Thursday 24	Sunday 24	Tuesday 52 24	Friday 24	Monday 24	Monday 24	Thursday 24	Saturday 24	Tuesday 26 24	Thursday 24	Sunday 24	Wednesday 24
Sunday 25	Wednesday 25	Friday 25	Monday 25	Wednesday 25	Saturday 25	Tuesday 9 25	Tuesday 13 25	Friday 25	Sunday 25	Wednesday 25	Friday 25	Monday 25	Thursday 25
Monday 26	Thursday 26	Saturday 26	Tuesday 48 26	Thursday 26	Sunday 26	Wednesday 26	Wednesday 26	Saturday 26	Monday 26	Thursday 26	Saturday 26	Tuesday 35 26	Friday 26
Tuesday 35 27	Friday 27	Sunday 27	Wednesday 27	Friday 27	Monday 27	Thursday 27	Thursday 27	Sunday 27	Tuesday 22 27	Friday 27	Sunday 27	Wednesday 27	Saturday 27
Wednesday 28	Saturday 28	Monday 28	Thursday 28	Saturday 28	Tuesday 5 28	Friday 28	Friday 28	Monday 28	Wednesday 28	Saturday 28	Monday 28	Thursday 28	Sunday 28
Thursday 29	Sunday 29	Tuesday 44 29	Friday 29	Sunday 29	Wednesday 29		Saturday 29	Tuesday 18 29	Thursday 29	Sunday 29	Tuesday 31 29	Friday 29	Monday 29
Friday 30	Monday 30	Wednesday 30	Saturday 30	Monday 30	Thursday 30		Sunday 30	Wednesday 30	Friday 30	Monday 30	Wednesday 30	Saturday 30	Tuesday 40 30
Saturday 31		Thursday 31		Tuesday 1 31	Friday 31		Monday 31		Saturday 31		Thursday 31	Sunday 31	

CLASSES	IPAC CLOSED	CASE STUDIES	INTERNSHIP	HOLIDAYS	RESIT SESSION
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