Business PF
Business School
Fakultät für Wirtschaft und Recht
Hochschule Pforzheim

HS PF

Syllabus
IBU4090 (F) Dossier d'études
Prof. Dr. Guy Fournier
Winter Semester 2021/22

Level	Bachelor	
Credits	5 ECTS	
Student Contact Hours	2 SWS	
Workload	The workload of this course is at least 90 hours to prepare for the session, to subsequently review the session and to prepare the paper and presentation	
Prerequisites	Students should have completed all the foundation courses in management taught in French. A high proficiency in French is required. This is not a language course. Students are required to have passed all courses with regard to scientific writing. (ECO2111 / ECO2012)	
Time	Irregular, see current timetable below for room and timing	
Room	Alfaview: https://app.alfaview.com/#/join/alfaview-technik/0ed450ce-0ee5-42e0-bf4e-3b6949885264/c5d76600-880b-4988-a991-c09bcc321a14	
Start Date	17.3.2021: 13h45 – 15h15	
Lecturer	**Name**	Prof. Dr. Guy Fournier
	Office	T1.3.29
	Virtual Office	https://app.alfaview.com/#/join/alfaview-technik/0ed450ce-0ee5-42e0-bf4e-3b6949885264/c5d76600-880b-4988-a991-c09bcc321a14
	Office Hours	Monday: 13:45 – 15:15; individual appointments can also be arranged
	Phone	+49 7231 286546
	Email	guy.fournier@hs-pforzheim.de (preferred communication)

Summary

This course aims to advance the student's knowledge in one functional area of management. Students can select between topics related to marketing, logistics, HR or finance. Others might be offered upon request. Students are required to work individually.
Students select one topic out of several ones presented by the teacher. The teacher provides at least one major textbook to study the problem. Students are required to research additional literature in commonly available databases in order to deepen their understanding of the topic and discuss its applicability in corporate life.
Main learning goals are:

- Advance knowledge in a functional area of management.
- Acquire in-depth knowledge in one specific topic

Outline of the Course

Course Topics (case studies from French speaking areas are welcome):

Marketing:

- Stratégies globales d'internationalisation (Objectifs, Stratégies de développement à l'international, Opportunités et risques)
- Marketing international (mercatique), un thème approfondissant un ou plusieurs des thèmes suivants :

a) Politique internationale de produit
b) Politique internationale de prix
c) Politique internationale de distribution
d) Politique internationale de communication ainsi que les nouvelles stratégies telles que
   i) 3Ps (Profit, Planet, People),
   ii) 5Cs (Cost, Communication, Community, Costumer Solution, Channel),
   iii) 5Es (Evolve the solution, Exchange the knowledge, Engage the brand, Extend the Channels, Expand the Value),
   iv) etc.

- Les nouveaux usages des consommateurs et comportements (Web 2.0, post-Covid, déconsommation, etc.)
- Le marché de l'économie du partage en France: le développement de Blablacar pour les déplacements personnels et professionnels
- Marketing et Développement Durable

Logistics:

- Global Sourcing (sourçage)
- Cloud Supply Chain
- Logistique verte (green logistics)
- Logistique inverse ou logistique des retours (reverse logistics)
- Economie Circulaire et logistique : vers des standards ouverts (open data) pour une démarche collective des entreprises ?
- "L'Internet physique" ou "l'intermodalité du transport des biens": solution aux défis logistiques ?

HR:

- Dialogue social en France
- L'influence des écarts de perception de la marque employeur lors des recrutements
- La fidélisation des talents professionnels
- Le compte personnel de formation (CPF) : une solution pour développer l'employabilité et améliorer la compétitivité des entreprises ?
- Le conflit travail-famille : les effets des conditions de travail sur le stress professionnel
- Statut unique en Belgique (ouvriers et cadres)
- Contrat unique en France (CDD, CDI)
- Le développement du télétravail : une solution d'avenir pour les entreprises ?
- Les femmes au sein des conseils d'administration : bilan en France

Finance:

- Structure de l'actionnariat et performance financière de l'entreprise : le cas français
- L'impact des LBO (leverage buy out) sur la défaillance des entreprises : Le cas des cibles françaises

- Le poids des charges social et des "impôts de production" sur la compétitivité des entreprises françaises
- Les déterminants de la création de valeur des entreprises industrielles de haute technologie : le cas de la France
- L’optimisation fiscale des entreprises internet : fonctionnement et limites
- Financement et opération de couverture des activités internationales
- Contrôle des activités internationales

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods		
	After completion of the program the students will be able…	After completion of the course the students will be able…	Presentation	Participation in Class	Term Paper
			40%	20%	40%
			Individual	Individual	Individual
1	**Expert Knowledge**				
1.5	...to demonstrate profound expert knowledge in their field of specialization.	… to demonstrate expert knowledge through the business case.	X	X	X
2	**Digital Skills**				
2.1	...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	… to understand the influence of digitalisation on doing business and on business models.	X	X	X
3	**Critical Thinking and Analytical Competence**				
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	… to showcase the complexity of the business case being addressed.	X	X	X
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	… to understand the difference between the main stream management and a management which takes sustainable development and diversity management into account.	X	X	X
4	**Ethical Awareness**				
	...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	… to develop awareness of opportunities of sustainable development (HR, Marketing, Finance, Logistics) and diversity management.	X	X	X
5	**Communication and Collaboration Skills**				
5.1	...to express complex issues effectively in writing.	… to formulate a case study in French.	X	X	X
5.2	...to demonstrate their oral communication skills in presentations.	... to present the results of the case study in French.	X	X	X
6	**Internationalization**				
6.1	...to understand and explain business challenges in an international context.	… to understand and explain Business challenges in France or in French speaking countries.	X		X
6.2	...to articulate themselves in a professional manner in international business.	… to articulate in a professional manner a French Business Case in French.	X	X	X
6.3	...to successfully demonstrate awareness of cross-cultural differences.	… to understand French Business Culture.	X		X

Teaching and Learning Approach

The course consists of 1 session of 1 ½ hours per week and awards 5 credits for a successful completion of the course. It is therefore expected that students use at least 90 hours to prepare themselves for the session, to subsequently review the session and prepare their paper and presentation.

The didactical approach for the course is individual counselling. Students select a topic out of a list provided by the professor. They write a paper of approx. 5000 words and present their paper in a presentation of approx. 45 minutes. Presence is required on the introductory session and the two progress reviews. The remaining sessions are directed to individual counselling of students.

Literature and Course Materials

To be provided in class

Assessment

Writing a paper (approx. 5000 words) and presenting it in class (20 min).

Presentations:	40% (consultant style)
Active participation during the discussion:	20%
Paper	40% (academic format)

Papers are due on the day of the last presentation. Absolutely no late papers are accepted, no make up assignment is offered.

Students are expected to be present at all classes. Absences have to be excused in advance and agreed upon by the lecturer. Unexcused absence during more than two classes leads to failure of the entire course.

The grading is as follows:
1.0 Very good, a performance significantly above the average
2.0 Good, an above average performance
3.0 Satisfactory, an average performance
4.0 Adequate, a below average performance with noticeable shortcomings
5.0 Fail, an unacceptable performance

Schedule (optional)

During a semester approximately 14 sessions are available to consider the following main topics:

Session	Date	
1	6.10.2021 13:45 - 15:15	Introduction to the topic, selection of individual topics to work upon
2	11.10.2021 15:30 - 17:00	Individual counselling
3	20.10.2021 13:45 - 17:00	Compétitivité de la France et des entreprises françaises
4	20.10.2021 15:30 - 17:00	Compétitivité de la France et des entreprises françaises and Progress review in class
5	25.10.2021 15:30 - 17:00	Individual counselling
6	8.11.2021 15:30 - 17:00	Individual counselling
7	15.11.2021 15:30 - 17:00	Individual counselling
8	22.11.2021 15:30 - 17:00	Individual counselling
9	29.11.2021 13:45 - 15:15	Individual counselling
10	29.11.2021 13:45 – 15:15	Individual counselling
11	3.5.2021 15:30 – 17:00	Individual counselling
12	8.12.2021 08:00 – 9h30	Student presentation of results
13	8.12.2021 09:45 – 11:15	Student presentation of results
14	8.12.2021 13:45 - 15:15	Student presentation of results
15	8.12.2021 15:30 - 17:00	Student presentation of results

Teaching Philosophy

I want to do my part to ensure that you achieve a successful learning progress and gain an understanding of Management in French Speaking Countries. I would like to create an interesting and varied lecture for you, which will pave the way for the world of work. Your comments which serve the learning progress of all are welcome. My goal is that you are successful in the lecture, but the majority of the work you must perform yourself.

Additional Information

Your education is important to me, therefore I would like to support you. Please feel free to contact me via email if you have any questions or problems regarding the course. I will respond as soon as possible and if necessary make an appointment with you.