



Applicable foreign languages (LEA)

Courses	Level of studies	SEMESTER	Number of hours taught	Number of ECTS delivered	Synopsis
<u>Introduction to the civilization of English-speaking countries:</u> => 3 courses: British, Irish and American civilizations	Undergraduate academic studies	1 - Fall semester	40	3	Introduction à la géographie et à la démographie des Etats-Unis, de la République d'Irlande et du Royaume-Uni par le biais d'un cours magistral, accompagné de travaux dirigés où sont étudiés des documents en relation avec le thème du cours.
<u>Introduction to the civilization of English-speaking countries:</u> => 3 courses: British, Irish and American civilizations	Undergraduate academic studies	1 - Fall semester	30	3	Introduction à la géographie et à la démographie des Etats-Unis, de la République d'Irlande et du Royaume-Uni par le biais d'un cours magistral, accompagné de travaux dirigés où sont étudiés des documents en relation avec le thème du cours.
<u>Introduction to the civilization of English-speaking countries:</u> => 3 courses: British, Irish and American civilizations	Undergraduate academic studies	1 - Fall semester	20	3	Introduction à la géographie et à la démographie des Etats-Unis, de la République d'Irlande et du Royaume-Uni par le biais d'un cours magistral, accompagné de travaux dirigés où sont étudiés des documents en relation avec le thème du cours.
Principles of Information Design (1/2)	Undergraduate academic studies	1 - Fall semester	10	9	Étude des principes cognitifs et ergonomiques à la base d'une conception de l'information efficace, avec applications à divers métiers associés à la communication technique : spécialiste de langage clair et simple, conception graphique et visuelle, utilisabilité, architecture de l'information, conception interaction, rédaction technique.
Information design techniques (2/2)	Undergraduate academic studies	1 - Fall semester	20	9	Conception et réalisation de différents types d'information (plaquette, notice utilisateur, diapositifs, site web...), selon les principes développés dans le cours de 'Principles of Information Design' (S4), dans les trois langues des étudiants..
Import/Export tools	Undergraduate academic studies	1 - Fall semester	20	9	Export pricing and payment policies? Construction of an export price taking into account commercial, logistical and financial constraints. Slecting and applying appropriate payment techniques and methods
Cross-cultural communication theory	Undergraduate academic studies	1 - Fall semester	20	} 6	The different components which have an influence on the process of communication and scientific approaches to cross-cultural communication
Cross-cultural communication in practice	Undergraduate academic studies	1 - Fall semester	20		Understanding cultural diversity : high and low context cultures ; collectivist culture ; monochromic – polychromic time ; interpersonal space ; language – Examples and applications



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International business communication	Undergraduate academic studies	1 - Fall semester	20	6	Communication media and supports for international business. Specificities and necessities for foreign markets.
Export sales management	Undergraduate academic studies	1 - Fall semester	20		The internationalisation process: operations management (logistics, commercial and financial aspects)
International marketing	Undergraduate academic studies	1 - Fall semester	20		Specificities of international marketing. Strategies for internationalisation and adapting the marketing mix
Business strategy	Undergraduate academic studies	1 - Fall semester	20	3	Nature of Strategy & Strategic Decisions; Characteristics of Strategic Decisions; Levels of Strategy; Strategic Management; Strategic Choices; Understanding Strategy; Development Strategy.
Fundamentals of finance	Undergraduate academic studies	1 - Fall semester	20		Income statement, balance sheet, budgeting, ratios and control
<u>Introduction to the civilization of English-speaking countries:</u> => 3 courses: British, Irish and American civilizations	Undergraduate academic studies	2 - Spring Semester	20	3	Introduction à la géographie et à la démographie des Etats-Unis, de la République d'Irlande et du Royaume-Uni par le biais d'un cours magistral, accompagné de travaux dirigés où sont étudiés des documents en relation avec le thème du cours.
<u>UE Ingénierie de projet (3 EC)</u> EC 3 : American cultural studies	Master academic studies	1 - Fall semester	10	2	La première partie de ce cours sera consacrée à une présentation selon une perspective américaine de ce que sont les Cultural Studies notamment en ce qui concerne les questions identitaires et communautaires. La seconde partie sera centrée sur l'évolution des Cultural Studies à travers la mondialisation, la transformation des états-nations, le changement en cours des sociétés sur le plan social et économique.
<u>UE Langues et cultures (3 EC)</u> EC 3 : Societal and cultural concepts in the English-speaking world 1	Master academic studies	1 - Fall semester	20	3	L'Anglosphère, notion intimement liée à l'expérience coloniale, ne peut se réduire à une description ou une analyse du monde de l'anglophonie. Laissant de côté les pays issus essentiellement d'un peuplement européen (États-Unis, Canada, Australie), cet enseignement se concentrera sur les pays de rencontre entre les cultures colonisatrices et les cultures des peuples colonisés. Il s'agira de présenter le concept d'Anglosphère et de montrer les apports qu'il peut faire à la compréhension du monde et plus particulièrement de certaines puissances émergentes en mettant leur diversité et leurs points communs en perspective de façon à dégager une grille de compréhension, parcellaire certes, mais utile au futur diplômé.



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UE Research & TIC (2 EC) EC1 : Research project, level 1	Master academic studies	1 - Fall semester	20	3	The purpose of this course is to help you get started on your research project by presenting issues and providing practice in scientific writing. At the end of this year (M1), you will submit an individual research paper on a topic in your study area. The research paper will use your documentary research, and will present a literature review of the essential points of your topic. This semester we will be working on : Choosing your research topic ; Formatting the references section (APA style) ; Citing sources without plagiarizing ; Integrating sources using generalizations and paraphrases.
UE Research & TIC (2 EC) EC2 : ICT tools for research production	Master academic studies	1 - Fall semester			This aim of this course is an introduction to the reference and citation management software Zotero in order to better equip you for conducting your personal research projects throughout your Master's course. Zotero is open-source software and runs on both PC and Mac.
UE Technical writing and info design (3 EC) EC1 : Introduction to technical communication	Master academic studies	1 - Fall semester	40	3	This course is an introduction to documentation project management. The purpose of the course is to introduce you to the types of writing tasks and design principles that are at the heart of technical writing and information design. We will be working on creating user-centered texts: technical descriptions, operating procedures and instructions, safety standards and warnings, visuals, user manuals, press releases, etc.
UE Technical writing and info design (3 EC) EC 2 : Technical and scientific writing	Master academic studies	1 - Fall semester			The purpose of this course is to give you concrete experience, practice, and support in designing and writing technical information. In particular, the course will focus on the genres of technical memos and technical reports. In relation to these two text types, different language principles applied to technical communication will be examined, as well as common errors in technical writing.
UE Technical writing and info design (3 EC) EC 3 : Theories of technical communication	Master academic studies	1 - Fall semester			The purpose of this course is to expand your knowledge about theories that are used as a basis for research and knowledge building in the field of Technical Communication. It is designed to give you a broad, theoretical background for your own research projects. Theories covered in the course: Minimalism, Rhetorical theory, Genre theory, Activity theory, Sociocultural cognitive theory, Community of practice.
UE Outils du développement international (niv. 1) (3 EC) EC1 :Tools and techniques for international trade	Master academic studies	1 - Fall semester	20	1,5	To enable students to be aware of and to use the fundamental tools and techniques in international business.To understand the fundamental tools and techniques in international business and to be able to appreciate their pertinence to specific situations within the international business environment.To critically select, apply and evaluate the different tools and techniques.1. Incoterms in theory and in practice 2. International logistics and export pricing 3. Means and techniques of international payments
UE Langues et cultures (3 EC) EC 3 : Societal and cultural concepts in the English-speaking world 2	Master academic studies	1 - Fall semester	10	2	L'Anglosphère, notion intimement liée à l'expérience coloniale, ne peut se réduire à une description ou une analyse du monde de l'anglophonie. Laissant de côté les pays issus essentiellement d'un peuplement européen (États-Unis, Canada, Australie), cet enseignement se concentrera sur les pays de rencontre entre les cultures colonisatrices et les cultures des peuples colonisés et fait suite au cours du semestre 1. Cette seconde partie portera sur un nombre de pays et/ou régions à statut spécial choisis en fonction de leur importance démographique, politique ou économique.



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UE Recherche & TIC (1 EC) EC 1 : Research project, level 2	Master academic studies	1 - Fall semester	10	3	The purpose of this course is to continue providing support for your research project by providing practice in scientific writing.. At the end of this year (M1), you will submit an individual research paper on a topic in your study area. The research paper will use your documentary research, and will present a literature review of the essential points of your topic. This semester we will be working on : Writing the synthesis, by incorporating outside sources; Writing the literature review ; Writing the introduction to a research paper .
UE User-centered approach and ergonomics (2 EC) EC 1 : Information design	Master academic studies	1 - Fall semester	24	3	The purpose of this course is to give you theoretical background, concrete experience, practice and support in designing and writing different types of information. We will be working toward: Identifying and applying basic design principles, such as those derived from Gestalt psychology, in order to meet aesthetic and rhetorical considerations; Recognizing the role of information design in workplace and public contexts; Demonstrating an awareness of information design as a problem-solving process, and an understanding of that process; Evaluating the effectiveness of a document's design in terms of both its originality and its ability to meet the needs of a particular audience; Designing and producing a variety of documents for a range of audiences, purposes, and contexts.
UE User-centered approach and ergonomics (2 EC) EC 2 : User studies	Master academic studies	1 - Fall semester			This course covers the fundamentals of user study methods that can be employed by a company in order to gain information about who is using a specific product (documents/materials), how they are using the product, and whether the product fits their needs. The course will provide you with a toolbox of research techniques that can be applied to information design to study user behaviour. We will examine different ways to interpret results and how to take act on these.
UE Outils du Commerce International (2 EC) EC 1 : Global supply chain management	Master academic studies	1 - Fall semester	30	4	This course covers the fundamentals of the SCM which is the management of material and information flow in a supply chain to provide the highest degree of customer satisfaction at the lowest possible cost.SCM requires the commitment of supply chain partners to work closely to coordinate order generation, order taking, and order fulfillment. SCM is the oversight of materials, information, and finances as they move in a process from supplier to manufacturer to wholesaler to retailer to consumer.
UE Outils du Commerce International (2 EC) EC 2 : Principles of international marketing & solidarity marketing	Master academic studies	1 - Fall semester			The purpose of this course is to explain how International Marketing is the application of marketing principles to satisfy the varied needs and wants of different people residing across the national borders.The International Marketing is to undertake the marketing activities in more than one nation. It is often called as Global Marketing, i.e. designing the marketing Mix (Product, price, place, promotion) worldwide and customizing it according to the preferences of different nation people.
UE Langues et Cultures (3 EC) EC 3 : Societal and cultural concepts in the English-speaking world 3	Master academic studies	1 - Fall semester	10	2	Mobilities, communities and solidarity : Traditionnellement associé à des disciplines comme la géographie ou la sociologie, le terme de mobilité, et sa version plurielle, mobilités, sont devenus des concepts incontournables pour une meilleure compréhension de la mondialisation. Cet enseignement se propose ainsi d'explorer les interactions économiques, sociales et culturelles en portant un regard particulier sur certaines communautés, anciennes ou plus récentes, installées dans le monde anglo-saxon ou au-delà de ses frontières via le phénomène de diaspora, ainsi que les réseaux et formes de solidarité qui en découlent.



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UE Recherche et TIC (1 EC) EC 1 : Research project, level 3	Master academic studies	1 - Fall semester	10	3	The purpose of this course is to continue providing support for your research project by providing practice in scientific writing. At the end of this year (M2), you will submit an individual research paper or Masters thesis on a topic in your study area. The research paper/thesis will describe your research question and use your documentary research in a literature review to present the essential theoretical and background issues of your topic. It will also present the results of your study based on a clear methodology. This semester we will be working on : Clarifying the research question; Constructing scientific hypotheses; Writing a synthesis.
UE Technical writing & Information design (4 EC) EC 1 : Intercultural communication	Master academic studies	1 - Fall semester	28	3	In an increasingly globalized work environment, knowing how to communicate with audiences from different cultures and design effective materials is absolutely essential for good business practices. The strategic importance of having employees well-trained in intercultural communication is increasingly recognized by both multinationals and small and medium-sized enterprises (SMEs) throughout France and the E.U. A survey of SMEs across Europe (ELAN, 2006), commissioned by the Directorate General for Education and Culture of the European Commission, found that from 1996-2006, European SMEs had undergone a significant loss in business as a result of workers' poor intercultural communication skills. The study estimated that at least 945,000 European SMEs had been losing trade for this reason. Strong intercultural and language training was viewed by the study authors as crucial for stimulating the European economy. This class is designed to help you gain an understanding of how culture affects expectations and presentation styles in communication. Its approach to understanding intercultural communication is based both on anthropology and linguistics (i.e., interactional socio-linguistics and discourse analysis) : To understand 'culture' and its context, we need the tools and approaches devised in anthropology and its sister-discipline, ethnography ; To understand why cultural misunderstandings occur, we need to see how they are actually linguistic misunderstandings.
UE Technical writing & Information design (4 EC) EC 2 : Technical writing	Master academic studies	1 - Fall semester			
International business skills	Master academic studies	1 - Fall semester	20	1,5	To thrive in the world of international business today demands an entirely different set of skills than was expected even a decade ago. Now more than ever, global professionals face a business environment which is volatile, uncertain, complex, and ambiguous. The skills needed to navigate this new, globalized business landscape aren't the "hard skills" of, say, analysis or accounting. While strong technical know-how is still essential, it is the "soft skills" that can mean the difference between survival and true success in international business. Students will improve personal qualities and develop the capability of adjusting to local culture, as well as develop knowledge and skills in the fields of International Branding, Human Resource Management, Social Business Skills and International Marketing Communication whilst doing business in an international context, with a particular emphasis on negotiation. • Negotiation skills in a Cross-cultural context <ul style="list-style-type: none"> • Networking abilities • Developing collaborative relationships • Developing interpersonal influence • Using adaptive thinking Building emotional intelligence and resilience



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Corporate reporting 1	Master academic studies	1 - Fall semester	20	1,5	Ce cours a pour objectif de préparer les étudiants en ingénierie de projet à plusieurs situations professionnelles impliquant la prise de parole en langue anglaise dans l'entreprise (job interviews, debates, business meetings).
The impact of fair trade on social and economic development in the United States	Master academic studies	1 - Fall semester	20	1,5	Ce cours ambitionne de traiter les questions d'équité dans le cadre des échanges socioéconomique depuis la crise de 2007. La perspective d'analyse proposée est américaine et se construit selon trois axes, apprécier les constats nés de la crise de 2007 et les solutions envisagées depuis lors, en étudier les conséquences mondiales à partir des rencontres internationales organisées autour du commerce équitable, évaluer les rapports de domination mis en œuvre dans les échanges commerciaux Nord, Sud qui veulent s'appuyer sur de nouveaux rapports et de nouvelles règles d'équité.
Research project, level 4	Master academic studies	2 - Spring Semester	10	3	The purpose of this course is to continue providing support for your research project by providing practice in scientific writing. At the end of this year (M2), you will submit an individual research paper or Masters thesis on a topic in your study area. The research paper/thesis will describe your research question and use your documentary research in a literature review to present the essential theoretical and background issues of your topic. It will also present the results of your study based on a clear methodology. This semester we will be working on : Constructing an appropriate methodology; Writing the theoretical framework to your research question by incorporating outside sources (using APA style); Writing the introduction/abstract to a research paper ; Writing the methods section ; Writing the results section; Presenting data and commenting on data ; Visual support for oral presentation.
<u>UE Technical writing & info design (2 EC)</u> EC 1 : Oral communication strategies	Master academic studies	2 - Spring Semester	20	2	This course aims both to prepare students to master public speaking in a technical environment and to participate in workplace meetings.
<u>UE Technical writing & info design (2 EC)</u> EC 2 :Theory of information design	Master academic studies	2 - Spring Semester		1	The purpose of this course is to work with you to broaden your understanding of how the textual and visual aspects of information design interact and impact the message. We will be studying two theories for information design : Information design theory : physical, cognitive and affective aspects (Carliner, 2001) ; A Unified theory of information design (Amare & Manning, 2013).



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<u>UE User-centered approach & ergo (4 EC)</u> EC 4 : Minimalism	Master academic studies	2 - Spring Semester	6	1	The purpose of this course is to broaden your knowledge about the theory of minimalism and to describe its importance for the field of technical communication and information design. The course, presented as a 6-hour series of lectures, will : describe the development of minimalism to the present ; evaluate its importance for usability and accessibility ; discuss its various applications to technical communication/information design. You will also be evaluating, critiquing, and applying minimalist principles to existing documentation. By the end of the course, you will be expected to: understand the theory of minimalism ; recognize the influence of minimalism in current practices ; evaluate all forms of technical communication using the principles of minimalism ; apply the principles of minimalism to all types of documentation.
The world of work 2	Master academic studies	2 - Spring Semester	20	1,5	Organisé autour de plusieurs pays de l'aire anglophone, cet enseignement s'intéresse au marché du travail, à quelques aspects de la législation du travail et aux systèmes de protection sociale. Apport de connaissances sur quelques aspects de la législation du travail. Étude du fonctionnement de la protection sociale et son lien avec le monde du travail.
Corporate reporting 2	Master academic studies	2 - Spring Semester	10	1,5	Dans la continuité du cours Corporate Reporting 1, ce cours a pour objectif 1. de familiariser les étudiants en ingénierie de projet avec différents types de documents communément produits par /utilisés dans les grandes entreprises ("corporations") américaines, comme par exemple les "Annual Reports " et les "Codes of Business Conduct and Ethics" 2. d'aider les étudiants à améliorer leurs "writing skills" par la réalisation de travaux écrits à vocation professionnelle destinés aiguiser leurs capacités de compréhension, d'analyse, d'évaluation, de synthèse ou de développement.
Diversity	Master academic studies	2 - Spring Semester	20	1,5	This class focuses on the evolution of the concept of citizenship in the USA ever since the adoption of the civil rights act in 1964. Students work on the way American institutions have implemented the law over the last 50 years, on Supreme Court decisions and on policies adopted by companies to enforce the 1964 legislation.