

## CU 6.1: ECONOMICS, BUSINESS MANAGEMENT, COMMUNICATIONS AND MANAGEMENT

**Director of studies: Gérard XOLIN**

### General CU objectives:

- Identify the mechanisms of the economy and the operating principles of a company.
- Situate a company in its economic, commercial and legal environment.
- Communicate with the company's stakeholders and third parties: managers, accountants, lawyers, bankers, employees, customers, suppliers.
- Understand the challenges of communication in a company.
- Define its objectives, targets, tools and resources.
- Use social media, internet and other media.
- Compile a press kit and draft a press release.
- Outline a communications plan
- Promote brand image.
- Confront the individual with themselves.
- Define a personal development plan for professional purposes.
- Develop a personal strategy for communicating, pitching.

### Consists of:

- Module 1: Economics and corporate management
- Module 2: Corporate Communications
- Module 3: The individual
- Industrial assessment

### Hourly volume

<i>In-person</i>	<i>Self-directed study</i>
<b>17.50 H Lectures</b>	<b>20.00 H</b>
<b>26.00 H Tutorials</b>	
<b>12.00 H Practicals</b>	

### Positioning of the CU in the School reference system:

semester 6

### Units of skills

In accordance with the RNCP sheet

## CU 6.1: ECONOMICS, BUSINESS MANAGEMENT, COMMUNICATIONS AND MANAGEMENT

Module 1: Economics and corporate management	Coefficient 2
<b>Session leaders:</b> Gérard XOLIN	
<b>Teaching assistants:</b>	
<b>Prerequisites:</b> none	
<b>Teaching materials:</b> Course notes – Presentation slides	
<b>Assessment methods:</b> individual Class assignment– Computer assignment– Software– Practical examination	

Learning outcomes	Description	Number of student hours (in-person)		
		Lectures	Tutorials	Practicals
<p>Characterise how markets work:</p> <ul style="list-style-type: none"> <li>– Locate the major currents of thought in economic science.</li> <li>– Identify the role of economic agents: States, companies, households, rest of the world.</li> <li>– Define key indicators: growth, inflation, unemployment, foreign trade and fluctuations in the economy.</li> </ul> <p>Present a company: its activity, its organisation, its size, its management style and situate it in its environment.</p> <ul style="list-style-type: none"> <li>– Position the role of management in the face of the challenges of the 21st century: sustainable development, social and environmental responsibility (CSR)</li> <li>– Define the scope of business law and its implications.</li> <li>– Analyse a company contract: sales, company, subcontracting contract.</li> <li>– Characterise the most common corporate legal statuses.</li> <li>– Know the legal provisions applicable to companies in difficulty.</li> <li>– Know the principles of corporate taxation and the VAT mechanism.</li> <li>– Identify the role of financial accounting for executives, investors and third parties.</li> <li>– Know and use accounting principles.</li> <li>– Classify flows: investment, financing, operation.</li> <li>– Analyse simple flows.</li> <li>– Identify the role of the balance sheet inventory and income statement.</li> <li>– Perform business calculations, prepare a quote and invoice.</li> <li>– Use the basic functions of accounting software.</li> </ul>	<p>General economics:</p> <ul style="list-style-type: none"> <li>– Markets</li> <li>– Major currents of thought</li> <li>– Economic agents</li> <li>– Key economic indicators</li> </ul>	1.75		
	<p>Business economics:</p> <ul style="list-style-type: none"> <li>– The company: organised system</li> <li>– The evolving company</li> </ul>	1.75		
	<p>Business law and taxation:</p> <ul style="list-style-type: none"> <li>– Scope of application</li> <li>– Commercial deeds</li> <li>– Contracts: sales, company, subcontracting</li> <li>– Articles of incorporation</li> <li>– Businesses in difficulty</li> <li>– VAT mechanism</li> <li>– Taxation of profits</li> </ul>	1.75	4.00	
	<p>General accounting:</p> <ul style="list-style-type: none"> <li>– The role of financial accounting</li> <li>– Accounting principles</li> <li>– Flows: investments, operation and financing</li> <li>– Inventory and summary documents</li> <li>– Calculations and company documents</li> <li>– Computerised accounting</li> </ul>	7.00	14.00	
		<b>12.25</b>	<b>18.00</b>	<b>0.00</b>

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Module 2: Corporate Communications	Coefficient 1
<b>Session leaders:</b> Flavie NAJEAN	
<b>Teaching assistants:</b>	
<b>Prerequisites:</b> none	
<b>Teaching materials:</b> Course notes – Presentation slides – Current affairs documents	
<b>Assessment methods:</b> individual and in groups In-class exam– File	

Learning outcomes	Description	Number of student hours (in-person)		
		Lectures	Tutorials	Practicals
Presentation and introduction of the Communications module.  The fundamentals of business communications  Communications strategy.  Press Relations.  Social media.  Brand image.	Principles, trends and challenges of business communications Definition of the Communications Plan	1.75		
	Overview of the Press and new media	1.75		
	Internet & Social Media	1.75		
	Know how to define objectives, targets, actions, tools and resources		2.00	
	The press kit, the press release		2.00	
	Use of social media in business		2.00	
	Brand image (logo, graphic guidelines, signature)		2.00	
		<b>5.25</b>	<b>8.00</b>	<b>0.00</b>

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Module 3: The individual	Coefficient 2
<b>Session leaders:</b> Valérie LAMBERT, Hélène KOEHLER (Cabinet Zèbre), Jean-Marc CHANAL (Cabinet BLIQUE ACTIMUM), MORIZOT Jean-Noël (JNM Conseil), Dominique LETANG (LTG Logistic)	
<b>Teaching assistants:</b>	
<b>Prerequisites:</b>	
<b>Teaching materials:</b> Course notes – Presentation slides – Reading list	
<b>Assessment methods:</b> individual and in groups Practical examination	

Learning outcomes	Description	Number of student hours (in-person)		
		Lectures	Tutorials	Practicals
Presentation and introduction of the Management module.  Be able to position themselves to adopt a consistent and efficient professional attitude /  – Acknowledge dominant personality traits – Identify a personal image – Accept self image – Develop personal influence – Analyse the components of interpersonal communication	Personality test (CG Jung, MBTI, VAKO, Egogram, Herrmann model) – What does knowing oneself mean? – What is its purpose? – How to achieve it? – Discover one's own path.			4.00
	Self image, for oneself			2.00
	Make the link with self-knowledge and one's professional project, analyse the impact of one's image			2.00
	Preparation of the drafting of the Curriculum Vitae, an application letter and for a job interview.			4.00
		0.00	0.00	12.00

## CU 6.1: ECONOMICS, BUSINESS MANAGEMENT, COMMUNICATIONS AND MANAGEMENT

Industrial assessment	Coefficient
<b>Session leaders:</b> Apprenticeship supervisor (in company), Gérard XOLIN (CU 6.1 supervisor at ENSTIB)	
<b>Teaching assistants:</b>	
<b>Prerequisites:</b> Tutorial class and module 1 and 2	
<b>Teaching materials:</b> Current affairs documents, Company documents	
<b>Assessment methods:</b> Individual Viva - Report	

Learning outcomes	Description	Number of student hours (in-person)		
		Lectures	Tutorials	Practicals
<p>Present a company: its activity, its organisation, its size, its management style and situate it in its environment.</p> <p>Analyse the communications of a structure.</p>	<ul style="list-style-type: none"> <li>The apprentice must complete an economic file directly related to the business sector of the host company.</li> <li>For instance, one approach will be to demonstrate how the economic environment influences the company's operations, either positively or negatively. This could include factors such as exchange rates, raw material costs, wage or tax levels, new environmental regulations, and labour market rigidity.</li> <li>The apprentice will have to analyse internal and external communication modes directly related to the business sector of the host company.</li> </ul>			
		0.00	0.00	0.00