

## CU 7.5: BUSINESS MANAGEMENT: STRATEGIC , MARKETING AND FINANCIAL ASPECTS

**Director of studies: Gérard XOLIN**

### General CU objectives:

- Use management tools to analyse a situation and facilitate decision-making
- Identify a company's strengths and weaknesses and propose remedies
- Negotiate with partners
- Present results

### Consists of:

- Module 1: Strategy, marketing and negotiation
- Module 2: Corporate finance and management accounting
- Module 3: Human realities of the operative role
- Module 4: Not applicable

### Hourly volume

*In-person*

*Self-  
directed  
study*

**14.00 H Lectures**

**33.50 H**

**22.00 H Tutorials**

**12.50 H Practicals**

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

after CU 6.1

### Units of skills

In accordance with the RNCP sheet

## CU 7.5: BUSINESS MANAGEMENT: STRATEGIC , MARKETING AND FINANCIAL ASPECTS

<b>Module 1: Strategy, marketing and negotiation</b>	<b>Coefficient 2</b>
<b>Session leaders:</b> Gérard XOLIN	
<b>Teaching assistants:</b>	
<b>Prerequisites:</b> CU 6.1	
<b>Teaching materials:</b> Course notes – Presentation slides	
<b>Assessment methods:</b> individual and in groups Class assignment– Report– Practical examination	

Learning outcomes	Description	Number of student hours (in-person)		
		Lectures	Tutorials	Practicals
<p>Know how to consider different business strategies: dominance by costs, differentiation, refocusing.</p> <p>Explain the main strategic axes of a company using appropriate tools: matrices, swot, pest, value chain.</p> <p>Highlight the merits and limitations of a business partnership and groupings.</p> <p>Integrate the marketing dimension into the engineering profession (transversal approach: learning to work with people from different cultures).</p> <p>Know the marketing professions. Perform competitive intelligence work. Carry out forward-looking work to identify trends.</p> <p>Conduct a survey to identify expectations before designing and to know customer satisfaction.</p> <p>Marketing positioning Analyse the content and consistency of a marketing plan: product, price, distribution, communication.</p> <p>Define a marketing plan.</p> <p>Apply the fundamentals of negotiation in situations: buying, selling and with credit institutions.</p>	<p>Strategy:</p> <ul style="list-style-type: none"> <li>– Different strategies</li> <li>– Strategic diagnosis</li> <li>– Partnerships and groupings</li> </ul>	1.75	2.00	
	<p>Marketing:</p> <ul style="list-style-type: none"> <li>– The marketing professions</li> <li>– Competitive intelligence</li> <li>– Marketing trends</li> <li>– Surveys</li> <li>– Positioning</li> <li>– The marketing plan</li> </ul>	3.50	4.00	8.00
	<p>Negotiation:</p> <ul style="list-style-type: none"> <li>– Ethics and sales</li> <li>– Prepare for the interview</li> <li>– The different stages of the interview</li> </ul>			4.00
		<b>5.25</b>	<b>6.00</b>	<b>12.00</b>

## CU 7.5: BUSINESS MANAGEMENT: STRATEGIC , MARKETING AND FINANCIAL ASPECTS

<b>Module 2: Corporate finance and management accounting</b>	<b>Coefficient 2</b>
<b>Session leaders:</b> Gérard XOLIN	
<b>Teaching assistants:</b>	
<b>Prerequisites:</b> CU 6.1	
<b>Teaching materials:</b> Course notes – Presentation slides	
<b>Assessment methods:</b> individual Class assignment– Report– Practical examination	

Learning outcomes	Description	Number of student hours (in-person)		
		Lectures	Tutorials	Practicals
Know the role of financial accounting.	Corporate finance – The financial function – Financial performance measurement and analysis – Budgets and provisional accounts; – Investments – Business valuation	7.00	10.00	
Analyse the performance of a company by performing simple calculations and restatements: GIS, CIF, treasury, ratios, writing a summary commentary and proposing remedies if necessary.				
Draw up budgets and estimates.				
Determine the profitability of an investment project.				
Know the valuation techniques of a company: assets, yield, notion of goodwill.				
Determine and analyse a company’s break-even point.	Management accounting: – Break-even point – Production cost – Dashboards – Gaps	1.75	6.00	
Identify, calculate, control the costs of a business using an appropriate method: direct costing, full costs, ABC.				
Develop a dashboard to facilitate decision-making.				
Determine discrepancies between forecasts and actual figures				
		8.75	16.00	0.00

## CU 7.5: BUSINESS MANAGEMENT: STRATEGIC , MARKETING AND FINANCIAL ASPECTS

Module 3: Human realities of the operative role	Coefficient 1
<b>Session leaders:</b> Pascal TRIBOULOT	
<b>Teaching assistants:</b>	
<b>Prerequisites:</b>	
<b>Teaching materials:</b> Previous "worker" internships validated and of a minimum duration of 4 weeks, activities during 1A internship abroad, short operative period during 2A internship, internships during holidays, salaried activities during the duration of the studies	
<b>Assessment methods:</b> Written report and individual interview	

Learning outcomes	Description	Number of student hours (in-person)		
		Lectur es	Tuto rials	Prac tical s
<p>Sociological conditions of the implementer, from an internship in, or outside the timber sector:</p> <p>The student should be able, drawing from personal experience, to describe, analyse, and understand the work carried out in an operative capacity.</p> <p>They must be able to describe and analyse the internal communication tools put in place for the implementer (tools, mode, strategy, etc.).</p> <p>They must be able to define the rules and strategies put in place in terms of health, safety and the environment.</p> <p>They must be able to define, understand and analyse the company's hierarchical links, social rules and trade union practices.</p> <p>They must be able to analyse and propose a strategy for motivating the operative staff.</p>	<p>The analysis of the elements focuses on:</p> <ul style="list-style-type: none"> <li>• working time, working hours (night work, tours, etc.) and impact on sleep, motivation, family and social life;</li> <li>• physical environment of the workstation and physical and mental activity (sound environment, atmosphere, lighting, thermal environment, vibrations, hygiene conditions, aesthetics, ergonomics, arduousness, repetitiveness, etc.);</li> <li>• remuneration (taking into account travel time, overtime, bonuses, etc.).</li> <li>• The analysis focuses on internal communication modes, information flow systems, participation in decisions, office– workshop relations, feedback on quality and production problems.</li> <li>• The analysis focuses on the risks related to the different workstations and description of the means implemented to limit them, proposals for improvement can be made. The inventory of occupational accidents and diseases related to the activity of the company is to be compared to other companies in the same sector on the national territory. The presence of a health and safety committee; the company's waste management policy, proposals for improvement are to be analysed.</li> <li>• The analysis focuses on hierarchical links and their effects on the "social climate", production, hazard management, individual or collective initiative, motivation;</li> <li>• The analysis focuses on the social relations between employees (work atmosphere, jealousy, between help, training, etc.);</li> <li>• The analysis of the organization of work (products– material means– personnel means), Taylorisation, taking into account the satisfaction of workers, command style, conflict management is to be conducted;</li> <li>• The presence of a Works Council; analysis of malfunctions if they exist; the observation of the activity of the unions within the company, the positive and negative points of its impact, the image of the unions among the various employees (operatives, executives, etc.) are possible points of reflection.</li> <li>• Observation, description and analysis of the various positive or negative points on the motivation at work (of the trainee or their colleagues);</li> </ul>			0.50
		0.00	0.00	0.50