

Fiche de cours 2024-2025

Bachelier en Erasmus

Bloc 1

Niveau CEC 6

Code UE ERA122

Nom de l'UE International Business project (Fall)

Responsable(s) Manon HOCEPIED

**Enseignant(s)
inervenant(s)**

Crédits ECTS 5.0

Quadrimestre 1

Obligatoire Oui

Catégories compétences

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

Acquis d'Apprentissage By the end of this course, students will be able to:

Terminaux

- **Analyze an international market** and identify the opportunities and challenges specific to the Brussels market.
- **Develop a strategy** for a foreign product entering the Brussels market by **applying theoretical concepts learned in the International Business Strategy course**.
- **Work effectively in multicultural teams** and coordinate complex tasks to achieve common goals.
- **Clearly and professionally communicate** analyses and recommendations through written reports and oral presentations
- **Apply project management skills**, including planning, time management and task delegation, in an international context.

Contenu The International Business Project course content is organized around the key stages of developing a product export project:

- **Market Analysis:** Identifying the characteristics of the local market, analyzing consumers, competitors and distribution channels, understanding regulations, economical and cultural aspects.
- **Application of International Business Strategy concepts:** Develop a realistic marketing plan for the company to perform on the Brussels market. Create an operational plan for the company including the following aspects : communication plan, distribution, logistics, legal, human resources,...
- **Communication and Presentation:** Developing your presentation skills, and writing professional reports.

Méthode d'enseignement The course is designed around an active and participatory pedagogical approach:

- **Teamwork:** Students work in multicultural teams, encouraging the exchange of ideas and collaboration among diverse cultural and academic backgrounds.
- **Practical Project:** Each team is responsible for exporting a specific product from their home country to the Brussels market, allowing for direct immersion in a real-world professional context.
- **Personalised Guidance:** The professor sets intermediate deadlines and provides regular feedback, guiding students throughout the project to help structure their approach and overcome challenges.
- **Market Engagement:** Students are encouraged to engage with distributors, potential consumers, and other key market players to gather information and validate their assumptions.

Acquis d'apprentissage Throughout the course, students will progressively develop the following skills:

**intermédiaires et/ou
spécifiques**

- **Ability to conduct targeted market analysis**, identifying the specific needs and expectations of Brussels consumers and distributors.
- **Project management skills:** Planning, organizing, and executing an import project within the given time and resource constraints.
- **Interpersonal communication skills:** Managing the dynamics of a multicultural team, resolving conflicts, and integrating contributions from all members to achieve a common goal.

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme

Description

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Support de présentation	The general project guidelines, the specific guidelines for the different phases of the project, the calendar, the PowerPoint presentations and other seminar-related documents and quotation forms are available on Moodle.
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Supports de cours complémentaires*Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)*

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
100	Evaluation permanente du premier quadrimestre	Ensemble de devoirs ou travaux

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les - Class **attendance is compulsory.****évaluations** - Students must be part of a team to be assessed. **No student will be allowed to work alone.**- Evaluation will also be conducted individually based on **attendance, engagement in the team's project**, and the **ability to present the project orally.**