

ARTEMS7-8-AM ANGLO SAXON PROJECT MANAGEMENT

ARTEMS7AM / ARTEMS8AM

Anglo-Saxon Project Management

ECTS Credits : 4 + 4

Duration : 22 classes

Semester : S7 + S8



Person in charge

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Program and contents :

The specific objectives are:

- To tutor students in a professional project involving the introduction onto an Anglo-Saxon market of an innovative product or service,
- To introduce students to the business environment and the culture in countries where the Anglo-Saxon influence is, or historically has been, strong,
- To introduce students to aspects of business culture in the target country,
- To introduce students to the theories, models and practices pertaining to conducting business outside of France.
- Topics covered will include:

Anglo-Saxon cultures, communication skills, project management, enterprise creation, contract management, business plan.

Content:

- Business Culture and intercultural communication: Attitudes, Behaviour, Values. - Economic and Business environment, culture in UK, USA, Canada, India and Ireland.
- Project management. - Business plan.
- Contract management - Creative thinking in Business.

Prerequisites: Students opting for this workshop should possess a level of English appropriate to understanding the lectures, and communicating with staff, other students, and colleagues abroad. Semester 1 : written exam (2 hours) 20%, initial proposal report 30% , initial proposal presentation (20 mns) 50% Semester 2: written exam (2 hours) 20%, final project report 30%, final project presentation (30 mns) 50%.

Evaluation :

<input type="checkbox"/> Written test	<input checked="" type="checkbox"/> Continuous Control	<input checked="" type="checkbox"/> Oral Report	<input checked="" type="checkbox"/> Project	<input type="checkbox"/> Written report
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