

IH.1101 / IH.1201 – Enterprise environment and organization

General information

Module Title: Business Environment and Organization
Module ID: IH.1101 / IH.1102
Person in charge: Emmanuelle DENIS
ECTS: 4
Average amount of work per student: 80 to 100 hours, 45 of which are supervised
Teamwork: yes
Keywords: management, economics, accounting, finance, social and environmental responsibility, marketing, sustainable development

Presentation

Companies increasingly demand their future engineering employees from their ability to master both technological tools and processes, but also their understanding and mastery of environments and organizations, their strategies, issues and challenges, and the resulting interactions with the various internal and external stakeholders.

It is therefore essential that future engineering students develop their knowledge, know-how and managerial interpersonal skills throughout their course. In the 1st year, the objective is to understand the company as a whole, from its environment to its organization. This module will therefore allow future engineers to open up:

- Economic culture;
- The company's financial and accounting system;
- To its product marketing approach
- CSR (Corporate Social Responsibility);

Educational objectives

Link with the Isep competency framework

Specialized skills

- Acting as a responsible professional concerned with strategic issues
 - To imagine the complexity of the company and its environment and to act accordingly
 - Managing the societal aspects related to the production and design of technological objects
 - Demonstrate critical thinking skills
 - Be sensitive to sustainable development

Transversal skills

- Acting as a dynamic and effective player in a group
 - Work as part of a team, in a network, and in a culturally diverse environment
 - Be a force of proposal
- Acting as a good communicator in a scientific and technical environment open to the international world
 - Listening and being heard
 - Conducting a dialogue, arguing and convincing
 - Communicate in multiple languages
 - Document in an efficient and easily usable way, regardless of the intended audience, the activities carried out or the products produced

- Have a communicative approach adapted to the situations envisaged, transparent and effective for its employees.

Prerequisite

- None

Content/Program

Concepts

- General and Business Economics (12h): understand Western society and its current capital-based mode of organization and explore the emergence of new paradigms through economic changes towards the economy of tomorrow, taking into account the challenges of sustainable development;
- Budget management, accounting and financial basics (12h): understand the main budgetary principles, the basics of accounting and company finances around the balance sheet and income statement, the key indicators for budget monitoring projects with an opening to "green" accounting and sustainable finance;
- Product marketing (12h): know the basics of marketing around the notions of customer needs, market, products, brands, positioning, price; structured project approach with concrete examples of marketing strategy and operational marketing implementation; openness to the impact of sustainable development issues on marketing;
- *CSR (Corporate Social Responsibility) (3h): be aware of the CSR policy of companies and the challenges of sustainable development.*

Tools used

- Liberal doctrine
- Supply and demand theory
- Alternative business models (functionality, collaboration, SSE, circularity, commons, contributory)
- Role of money
- Role of companies
- Investment/Operations/Financial Cycle
- Balance sheet
- Income statement
- Management Control / Cost Accounting
- Market research
- Mix Marketing
- Segmentation
- Positioning
- SWOT Matrix
- MBTI-type personality test

Pedagogical methods

Learning methods

- Lectures / PowerPoint presentations
- Practical application through tutorials / exercises and work in project groups / project monitoring

Evaluation methods

- Intermediate evaluation via MCQ on the different disciplines of the module (depending on the interventions carried out beforehand) - 25%
- Study/analysis of an SBF 120 company in teams of 4/5 from an economic, financial, marketing & CSR point of view - 75%

Language of work

- French (some resources and terminologies are in English).

Bibliography, Webography, Other sources

- Principles of Modern Economics / Joseph E. Stiglitz (De Boeck 2014)
- The law of supply and demand / Fabrice Tricou
- Treatise on Political Economy / Jean-Baptiste Say (1803)
- Principles of Political Economy and Taxation / David Ricardo (1817)
- Financial Management / Bruno Solnik (Dunod)
- Financial Management of the Company / Pierre Conso, Farouk Hemeci (Dunod)
- Corporate Finance / Pierre Vernimmen (Daloz)
- The essentials of management control / Jean-Louis Malo, Jean-Charles Mathé (Ed° d'organisation 1998)
- Management Control and Corporate Strategy (Q1) / Michel Gervais (Eyrolle 1997)
- Cost Accounting / Gilbert Cha, Patrick Piget (Economica 1994)
- Management control / Alain Burlaud, Claude J. Simon (La Découverte 1997)
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- The essentials of cost accounting / Didier Declère (Ed° Organisation 1997)
- Managing with ERP / Jean-Louis Lequeux (Ed° Organisation 2001)
- The Mercator / Jacques Lendrevie (2009)
- Marketing and its history / Theiry Maillet (Agora 2010)
- Competitive Advantage / Michael E. Porter (1985)
- Personality types - understanding and using them with MBTI and CCTI / Pierre Cauvin (ESF)
- Press clippings: Les Echos, Le Figaro, Sciences et Avenir
- Internet: Yahoo Finance
- Business studies: Club Med, Arcelor Mittal, Infogrames...