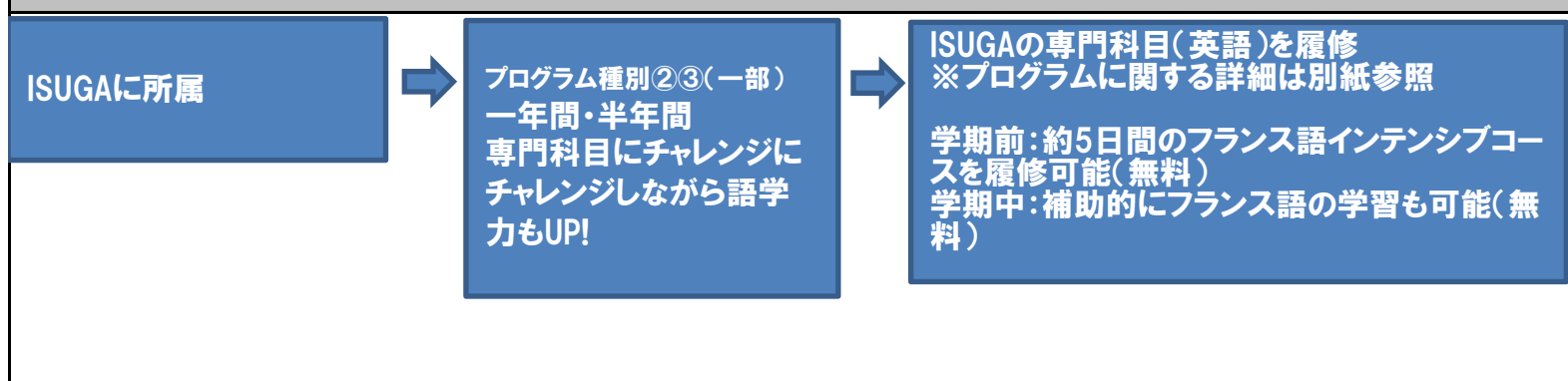


大西洋ブルターニュビジネススクール(EMBA) EMBA Business School

| | |
|---------|---|
| 所在地 | フランス・カンペール |
| Website | https://www.emba-bs.com/ |
| 学生数 | 約600名 |
| 留学生数 | 約300名 |
| 日本国内協定校 | 南山大学、大阪経済大学、神戸学院大学、京都外国語大学、鹿児島大学等 |

| 学部・学科・大学院 | 大学概要/歴史 |
|---|--|
| <p><学部・大学院></p> <ul style="list-style-type: none"> ・ ISUGA (Institut Supérieur de Gestion Asie-Pacifique) - International Trade Europe-Asia (ヨーロッパ・アジア国際貿易) ・ Business development and Sales: General cursus or specialized in SPORT or E-COMMERCE ・ Management and Company Takeovers: School for Managers | <p>大西洋ブルターニュビジネススクール(EMBA)は1990年設立、フランス西部のカンペール市にキャンパスを置くビジネススクール。EMBA はフランス語で、Ecole de Management Bretagne Atlantiqueの略称である。</p> <p>学士、修士号等取得可能で、ISUGAではすべての授業を英語で開講しており、留学生はそれに並行しフランス語クラスを履修可。</p> <p>また、日本語クラスがあり、計12の日本の大学をはじめ、世界約40の大学と協定を結んでいる。</p> <p>※大学概要・歴史については協定締結時の情報です。</p> |

留学プログラム概要





Bachelor 1st year program

This 1st year program provides the students with the possibility to be immersed in the European world. The students will also acquire some basic skills of management with the discovery of the business world. Courses are taught in English.

English proficiency required : TOEIC 600 points / IELTS 5.5 points.

1st Semester : September to December or/and 2nd Semester : January to April

COURSES
60 ECTS

Languages

- French
- English

International economy

- International press review
- World politics and economics

Project management

- Team building in a multicultural context
- Organization of an event

European studies

- Geopolitics
- Historical, economic & cultural aspects of Europe
- The European Union and the workings of its institutions
- Political, economic and cultural aspects of France
- Market of luxury products
- Company's life (visits, conferences...)

French culture and current events

Discovery of the Breton culture and local dishes, ateliers of cuisine, visits of heritage sites and monuments...

Company internship

1 to 3 weeks (not compulsory)

Bachelor 2nd year program

This 2nd year program provides the students with the possibility to be immersed in the European world. The students will also acquire even more skills in management with developing further their knowledge of the business world. Courses are taught in English.

English proficiency required : TOEIC 600 points / IELTS 5.5 points.

1st Semester : September to December or/and 2nd Semester : January to April

COURSES
60 ECTS

Languages

- French
- English

Business

- Initiation to business taught in Japanese, Korean or Chinese
- Business between France and Asia taught in Japanese, Korean or Chinese

Project management

- Organization of an event

European studies

- Geopolitics
- Historical, economic & cultural aspects of Europe
- The European Union and the workings of its institutions
- Political, economic and cultural aspects of France
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BACHELOR'S DEGREE COURSES

EUROPE-ASIA INTERNATIONAL BUSINESS

FOR ASIAN STUDENTS

EXCHANGE PROGRAM

1st Semester 2022

BACHELOR

JANUARY TO APRIL

| Courses | Language | Hours | ECTS | Teacher |
|---------------------------------------|----------|------------|-----------|---------------|
| BLOCK 1 – FOREIGN LANGUAGES | | 30 | 13 | |
| E61- French | French | 72 | 10 | FETRE / MORIN |
| E13- English | English | 27 | 3 | MORIN |
| BLOCK 2 - EUROPE | | 156 | 17 | |
| E621- European Union | English | 40,5 | 3 | FETRE |
| E622- Geography and History of Europe | English | 40,5 | 3 | FETRE |
| E632- Geography and History of France | English | 40,5 | 3 | FETRE |
| E633- French Economy | English | 3 | 2 | FETRE |
| E634- French culture and traditions | English | 4.5 | 2 | MORIN |
| E64- Company visits | English | 12 | 2 | FETRE |
| E65- Tourism in Brittany | English | 12 | 0 | FETRE |
| E66- Luxury products market | English | 3 | 2 | MORIN |
| TOTAL | | 186 | 30 | |

| Block 1 - INTERNATIONAL SALES IN THE EUROPE-ASIA ZONE | | E13 |
|---|---------|--------------------------|
| Discipline: | English | Hours: 27 h |
| | | 18 lessons CREDITS: 3 |
| Teaching language: | English | TEACHERS: MORIN |

Course goals:

3 levels

At the end of this module, the candidate must be able to:

- Express himself in a Business English sufficient for practical every day use in an international trade environment
- Write pieces of business correspondence, reports and proposals

Contents:

1- Grammar

2- Vocabulary

3- Oral

- Oral presentations (reports)
- Leading a meeting
- Telephone conversations

4- Writing professional documents

- Commercial letters
- Emails
- Reports

Teaching methods and materials: Books / audio and visual aids

Assessment: Regular tests 40 %- Final examination (oral and written) 40%- Participation 20% – marked out of 20

Comments (Prerequisites, Related themes, Recommendations, ...): 6 groups

| Block 6 - EUROPE | | E61 |
|--------------------|--------|---------------------------|
| Discipline: | French | Hours: 72h |
| | | 48 Lessons CREDITS: 10 |
| Teaching language: | French | TEACHERS: FETRE/MORIN |

Course goals:

3 levels

- Group 1:
Beginners and false beginners
Output level A1-A2
- Group 2:
Intermediate entry level (A2)
Output level B1
- Group 3:
Advanced entry level from B1
Minimum output level B2/C1

Contents:

- 1- Grammar points catered for the levels
- 2- Written expression (related to trade whenever possible)
- 3- Oral expression (related to trade whenever possible)

Teaching methods and materials: Books, audio and visual aids

Assessment: Regular tests 40% - Final examination 40% - participation 20% - marked out of 20

Comments (Prerequisites, Related themes, Recommendations, ...): 3 levels

| Block 6 - EUROPE | | E621 |
|--------------------|----------------|--------------------------|
| Discipline: | European Union | Hours: 40.5 h |
| | | 27 Lessons CREDITS: 3 |
| Teaching language: | English | TEACHER: FETRE |

Course goals:

- To discover the chronology of the construction of the European Union and how it works at the present time.
- Familiarization with the member states

Contents:

1- Description of the members of the member states

2- History

- The historic steps of its creation
- Key dates
- The treaties

3- The organization

- The institutions of the European Union
- The functioning

Teaching methods and material: Audio and visual aids

Assessment: Regular tests 40% - Final examination 40% - participation 20% - marked out of 20 points

| Block 6 - EUROPE | | E622 |
|--------------------|---------------------------------|--------------------------|
| Discipline: | Geography and history of Europe | Hours: 40.5 h |
| | | 27 Lessons CREDITS: 3 |
| Teaching language: | English | TEACHER: FETRE |

Course goals:

- Learning about the history and geography of Europe
- Understanding the particularities of Europe

Contents:

1- Geography

- Defining the boundaries of the European continent
- The relief: mountains, rivers
- Identification of The Countries

2- History

- European civilization through the ages

Teaching methods and material: Books, visual aids**Assessment:** Final examination 80% - participation 20% - marked out of 20 points

| Block 6 - EUROPE | | E632 |
|--------------------|---------------------------------|--------------------------|
| Discipline: | Geography and history of France | Hours: 40.5 h |
| | | 27 Lessons CREDITS: 3 |
| Teaching language: | English | TEACHER: FETRE |

Course goals:

- To provide an insider's tour of France in terms of geography and, the main points of its tumultuous history

Contents:

1- Geography

- Physical geography of metropolitan France
- Political geography, including the territories of the French Republic

2- History

- The main points of its tumultuous history

Teaching methods and material: Books, audio and visual aids**Assessment:** Final examination 80% - participation 20% - marked out of 20 points

| Block 6 - EUROPE | | E633 |
|--------------------|----------------|-------------------------|
| Discipline: | French Economy | Hours: 3 h |
| | | 2 Lessons CREDITS: 2 |
| Teaching language: | English | TEACHER: FETRE |

Course goals:

- To discover the main characteristics of the French economy and the sectors of activity in development.

Contents:

1- Key Figures of the French Economy

2- Main economic sectors

- Their shares
- Their evolution
- Foreign Direct Investment in France

3- The main exporting companies

Teaching methods and materials: Books, visual aids

Assessment: Regular tests 40% - Final examination 40% - participation 20% - marked out of 20

| Block 6 - EUROPE | | E634 |
|--------------------|-------------------------------|-------------------------|
| Discipline: | French culture and traditions | Hours: 4,5h |
| | | 3 Lessons CREDITS: 2 |
| Teaching language: | English | TEACHER: MORIN |

Course goals :

- To discover the French cultural wealth in its main aspects .

Contents :

1- Literature

- The literary currents
- The main authors

2- Architecture

- The main movements
- Some famous cities and monuments
- Architecture today

3- The Art

- The painting
- The music

4 – Gastronomy

- History
- Some typical recipes

Teaching methods and materials : Books, visual aids, visits**Assessment :** report 80% - participation 20% - marked out of 20

| Block 6 - EUROPE | | E64 |
|--------------------|----------------|-------------------------|
| Discipline: | Company Visits | Hours: 12 h |
| | | 8 Lessons CREDITS: 2 |
| Teaching language: | English | TEACHER: FETRE |

Course goals:

- Visits to some French companies based in the Quimper region to learn more about the local industries

Contents:

1- Visit Reporting Methodology

2- Visits

- Textile company (Armor Lux)
- Cider-making company (Cidrerie du Kinkis)
- Food-processing companies (Fish cannery: Kerbriant)

Teaching methods and materials:Visits**Assessment:** report 40% - oral presentation 40% - participation 20% - marked out of 20

| Block 6 - EUROPE | | E65 |
|--------------------|---------------------|-------------------------|
| Discipline: | Tourism in Brittany | Hours: 12 h |
| | | 8 Lessons CREDITS: 0 |
| Teaching language: | English | TEACHER: FETRE |

Course goals:

- 4 guided visits to explore in and around Quimper to discover exceptional sites . Each visit is first introduced in class to make the visit more valuable.

Contents :

1- City tour of Locronan

- A granite village of the Middle Ages wonderfully preserved mixing traditional Breton architecture and art workshops.

2- Visit of Pont Aven preceded with a presentation of the "Ecole de Pont Aven".

- Famous for its Impressionist painters, such as Gauguin, and its many galleries. A real paradise nestled at the mouth of the Aven River.

3- Visits of "La Torche", a rocky granite promontory and, of the Flower Festival.

- Walking on long white sandy beaches and discovering a promontory famous worldwide for surf and windsurf championships.
- Wandering in an exceptional site illuminated in the spring by fields of tulips and hyacinth.

4- All day at the "Pointe du Raz"

- Discovery of the world famous rugged headland.

Assessment : none

| Block 6 - EUROPE | | E66 |
|---------------------------|-------------------------------|--------------------------------------|
| Discipline: | Luxury products market | Hours: 3 h |
| | | 1 Lesson CREDITS: 2 |
| Teaching language: | English | TEACHER: MORIN |

Course goals:

- To discover the luxury business activities in France and to know the main export markets.
- To discover the specificity of marketing luxury products.

Contents:

1- The luxury sectors in France

- The main actors
- Products

2- The export luxury markets

- Identification
- Analysis

3- The marketing of luxury goods

- Policy of price / product / distribution / communication

Teaching methods and materials: WEB search, visual aids, tutorials**Assessment:** Final evaluation 80 % - participation 20% - marked out of 20