2026-2027

BELCO PROGRAM GENERAL PROVISIONS

School:	**INSEEC BBA Bordeaux Campus**
Duration:	**1 semester - 30 ECTS**
Study Period (Bordeaux only):	**Fall: September 8, 2026 - December 11, 2026** ***Fall holidays: October 19, 2026 - October 23, 2026***
	Dates to be confirmed
Language:	**English (B2 level mandatory)**
Study Level:	**Appropriate for students in their 3rd or final year of undergraduate studies**
Open to:	**INSEEC BBA students and exchange students from partner universities**
Program Responsible:	**Professor Chafik MASSANE (cmassane@inseec.com)**

General presentation

The BELCO Program is a part of the two-year tripartite program set up between three EU institutions: INSEEC BBA - France, LAB UAS and Fontys UAS - Netherlands. Based on the EQF, the knowledge component is connected to the study focus/expertise area of the partner institution. International Exchange Students have access to the French path mainly focused on marketing/communication studies. The program runs during the Fall semester.

Admission requirements

Exchange students are selected by their home university. INSEEC BBA- reserves the right to check the authenticity of all documents submitted in support of applications. The number of available spots being limited, are considered student's academic portfolio (academic grades and prerequisites) and motivation.

Program contents and structure

Students begin the program with a consulting mission carried out with a partner company. The mission is real and the students are accompanied by company managers via periodic meetings as well as by a professor to be able to deliver a final report meeting the specific needs of the company within a period of 3 weeks. This first educational activity called The BCM (Business Consulting Mission), prepares students to embark on a second educational activity called the SC (The start-up Challenge) where the objective is to follow the different stages for the creation of a start-up. Students work on this activity during all the semester, and the courses offered guide them to succeed in each phase of this activity (from the generation of the project idea to the defense in front of a jury of expert in financing and investment

Structured in 3-week interconnected modules (5 modules with 2 courses of 3 ECTS each), the program focuses on the practical aspects of business management in several sectors of activity and allows students to acquire interdisciplinary competencies (organizational skills, personal development, business experience).

Teaching methods

Fully taught in English, the teaching is organized through blended learning around lectures, practical workshops and self-studies including face-to-face, distance, and online activities. Students are also required to interact with the external environment, such as seeking information on their potential competitor for the startup challenge project or setting up a partnership.

Evaluation

The course evaluation is done during sessions and/or at the end of each module (no specific exam session at the end of the semester is planned). The evaluation methods combine traditional evaluation (a continuous assessment and/or a written or oral exam) and practical study cases to allow the implementation of the acquired knowledge.

THIS TABLE SUMMARIZES THE COURSES:

Course Listing	ECTS	Hours
Business Challenge	3	18
Project	3	18
International Business Ethics	3	18
Introduction to Corporate Strategy	3	18
Brand Management and Personal Branding	3	18
Wine Business	3	18
Negotiation	3	18
Budgeting & Management Control	3	18
Digital Marketing	3	24
Luxury Marketing	3	18
Optional: French for International Students	*3*	*18*
TOTAL (without the optional course)	**30**	**186**

At the date of printing, the information contained in this file was accurate, and as far as possible complete. If any changes or revisions to modules have taken place since then, students will be notified by their teacher at the beginning of the module in question.

CONTENT AND OBJECTIVES OF EACH COURSE OFFERED:

1. BUSINESS CHALLENGE

Students are faced with a real situation and a real company that needs their help to succeed in concrete missions on an international level. Students use their analytical skills to process data provided by the partner company to be able to draw up operational recommendations.

LEARNING OBJECTIVES/ OUTCOMES

- COMMUNICATION SKILLS
- CREATIVE THINKING
- INTERCULTURAL EXPERIENCE & INTERACTION WITH INTERNATIONAL STUDENT COMMUNITY
- ORGANISATIONAL SKILLS / TEAMWORK ORGANIZATION (TAKING INITIATIVE) and GROUP MINDSET

CHALLENGES

- Understand business needs
- Analyze the situation of the company and its market
- Submit a report detailing the recommendation

COURSE OVERVIEW

Students are followed by a professor during the different sessions in order to understand the missions requested by the partner company and the phases to follow to respond to them. Intermediate presentations are planned to ensure a good understanding of the stakes of the exercise and to make the necessary corrections. Students are in periodic contact with the managers of the company to collect any necessary information for their analysis.

PREREQUISITES

Students are expected to have:

- Proactive and personally engaged
- Active command of English at an intermediate level (European Framework, B2 level)

ASSESSMENT

Continuous Assessment is done through submitted deliverables focusing on the components of the consulting mission carried out for the partner company.

REQUIRED & RECOMMENDED READING

Study materials are communicated through the Intranet and online platforms

2. PROJECT

The project work is designed as a transversal learning activity, connected to all module courses, with a specific focus on entrepreneurship and company start-up aspects.

The project follows 5 main stages (one per module):

- Idea Generation
- Business Modeling
- Branding
- Business Performance
- Go to Market Plan (e-marketing strategy)

LEARNING OBJECTIVES/ OUTCOMES

Transfer the business knowledge into practice.
Develop organizational, communication and creativity skills.
Understand the main aspects of a company start-up process and be able to make them evolve.
Develop UX Design competencies.

PROJECT OVERVIEW

Depending on the project topic and company need(s), students will deal with a regional/international market analysis and are asked to provide management designs (recommendations), e.g. potential market analysis, product development survey, evaluation of a partner or location, organization of an event, marketing concepts, etc.
Students are introduced to a company, its business model to get a better understanding of the company's situation and the assignment.
Through regular (weekly) meetings with a coach and a company representative(s), students prepare primary research tasks, carry out research, collect and analyze data, make conceptual work related to the assignment and drawdown recommendations, specific measure to take contributing to the company strategy development.

PREREQUISITES

Students are expected to:

- Have being enrolled or having already done strategic marketing/financial analysis courses.
- Have an active command of English at an intermediate level (European Framework, B2 level).
- Have a willingness to work within a team and be strongly committed to the project.
- To show flexibility and a customer-focused attitude.
- Be able to work on a regular basis.
- Be creative and go beyond.

ASSESSMENT

Final Investor Pitch (convincing final presentation to third-party stakeholders).
Start-Up project e-BOOK (comprising project folders' deliverables).

REQUIRED & RECOMMENDED READING

Study materials are communicated through the Intranet and online platform

3. INTERNATIONAL BUSINESS ETHICS

Considering increasing globalization and recent scandals in the International Business Community, the International Business Ethics course is aimed at bringing awareness to students of their social responsibilities as future business managers. These responsibilities transcend the company and impact the local and international communities. Future managers must understand the importance and gains involved in the application of ethical, durable business practices.

LEARNING OBJECTIVES/ OUTCOMES

To give an understanding of ethical behavior within a company.
To analyze the impact of cultures on ethical behavior.

COURSE OVERVIEW

What are ethics? Can they be applied in business?
The responsibility of the Manager to himself/herself.
Ethical behavior in the office and building a corporate culture.
Influencing your suppliers and B2B customers. Why is this important?
Bribes and Greasy Palms. Translating ethical corporate codes across cultural borders.
The impact of ethical business behavior.

The course is not a traditional lecture course. Students are expected to debate and engage in lively discussion in class. Students must be prepared to participate in class – that requires preparation before each class session.

PREREQUISITES

Students are expected to have:

- Basic knowledge of Intercultural Management
- Good command of English (B2-level of the European Framework)
- Ability to co-operate within groups

ASSESSMENT

Continuous assessment comprises study casework within a group throughout the semester and participative attendance.

LITERATURE / WEBSITE

Course materials will include Michael Roach "The Diamond Cutter" and other sources that will vary each week
Materials are also taken from current journals, various texts and the internet

4. INTRODUCTION TO CORPORATE STRATEGY

LEARNING OBJECTIVES/ OUTCOMES

Proven ability to evaluate a corporate or industry sector using concepts and tools used in strategic management.

COURSE OVERVIEW

The course includes both the presentation of theoretical notions and the practice of these skills in examples and case studies. The parts covered are:

- Fundamentals of strategy and its environment
- Strategic Capabilities and purpose
- Business Strategy and its environment
- International Strategy and Innovation strategies
- Mergers, Acquisitions & Alliances
- Strategy in Action
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PREREQUISITES

Students are expected to have:

- Basic concept in marketing and

ASSESSMENT

Continuous assessment and an exam in the final session.

LITERATURE / WEBSITE:

Fundamentals of Strategy: Johnson, Scholes & Whittington

5. BRAND MANAGEMENT AND PERSONAL BRANDING

LEARNING OBJECTIVES/ OUTCOMES

To provide Brand management theory "on the ground" and to get a global knowledge of the corporate / product communication challenges and issues. Understand why it is crucial today in any corporation and for any business situation. How to develop a personal brand.

COURSE OVERVIEW

WHY COMMUNICATING
- What is the brand

CREATING A BRAND
- Brand extensions
- Rebranding

DESIGNING A COMMUNICATION STRATEGY
- The communication objectives
- The communication targets
- Brand content
- The media mix (owned, earned, paid media)
- Co-branding, sponsorship, events
- Press relations
- Social Media
- Mobile communication

PREREQUISITES

Students are expected to have:
- Good knowledge in Marketing
- good command of English (B2-level of the European Framework)
- Ability to co-operate within groups

ASSESSMENT

Continuous assessment and final exam in the last session.

LITERATURE / WEBSITE

The New Strategic Brand Management: Advanced Insights and Strategic Thinking by Jean-Noel Kapferer (Feb 15, 2012)
Jean-Noël Kapferer, "Brands, capital of the company"
Thierry Libaert, Marie-Hélène Westphalen, "Communicator"
W. Chan Kim and Renée Mauborgne, "Blue Ocean Strategy"
TedX
Press (Harvard Business Review, Management? Etc.)

6. WINE BUSINESS

The course gives a better understanding of the wine sector in France. Two folded course introduces students to Grape Brewing and Wine Making principles on one hand and the Winery Management and Marketing Strategy on the other hand.

LEARNING OBJECTIVES/ OUTCOMES

To give an introduction to the nature of the international wine trade, its functions and methods, and its importance to the global economy.
To explain where the wine comes from, how it is made and describe sales and distribution.

COURSE OVERVIEW

The culture of wine, wine in different cultures, health, religion, economic contribution.
Viticulture – producing regions, the vine, grape varieties and wine styles, principles of tasting.
Winemaking process.
International wine markets overview and trends.
Global distribution strategies: margins, targets, channels.
Winery business management: cost analysis, pricing, marketing budgets.

PREREQUISITES

Students are expected to have:

- Very good command of English
- Basic financial knowledge
- Fundamentals of Marketing
- Basics of biology/chemistry (A-level only)
- Interest in the wine industry

ASSESSMENT

Continuous assessment and a final two folded exam: (50% of the wine-making; 50% of the wine business).
Attendance and active participation are part of the continuous assessment.

LITERATURE / WEBSITE

Wine Marketing & Sales, 2nd Edition by Paul Wagner (Author), Liz Thach (Author), Janeen Olsen (Author), Robert Mondavi (Foreword)
Wine Business Management by Steve Charters (Author), Jérôme Gallo (Author
www.OIV.org (latest reports)
Contemporary Wine Marketing and Supply Chain Management, A Global Perspective by Flint, Daniel J., Golicic, Susan L., Signori, Paola

7. NEGOTIATION

The course introduces students to the negotiation process and variations in negotiation styles and purposes found in international business.
It will prepare students for the different situations that they can expect to meet when conducting business in the different regions of the world and provide them with guidance on the best methods to adopt when confronted with multi-cultural negotiating behavior.

LEARNING OBJECTIVES/ OUTCOMES

- To build and manage a successful team (both in the preparation phase and in the development phase of negotiation)
- To lead a negotiation as a communication process
- To have an interest-based approach
- To structure the negotiation approach
- To use and implement negotiation techniques & tactics in different cross-cultural situations

COURSE OVERVIEW

- Definition of negotiation and basic concepts (actors, profiles, issues, interdependence, balance of power, state of mind)
- The negotiation process and strategies
- The negotiation techniques and tactics
- Negotiation Key elements (trust, active listening)
- Persuasion
- Building Coalitions
- Intercultural context
- Sources of influence
- Evaluating negotiation

PREREQUISITES

Students are expected to have:

- Basic knowledge of Intercultural Management
- Good command of English (B2-level of the European Framework)
- Ability to co-operate within groups

ASSESSMENT

Continuous assessment comprises roleplays (50%), active participation in class (20%) + final written test (30%).

LITERATURE / WEBSITE

International Business Negotiations by P.Ghauri &J-C Usunier Pub. Emerald ISBN-13:978-0080442938
Building Excellence in Commercial Negotiation by S. Mallaband & R. Howard Pub. Grosvenor House Publishing Limited ISBN-13: 978-1781488805

8. BUDGETING & MANAGEMENT CONTROL

This course provides a better understanding and practical approach to managing companies' budgets and performances. We focus on developing concrete tools to control budgets and to measure performance in a company.

LEARNING OBJECTIVES/ OUTCOMES

- To understand management control and budgeting concepts and their goals
- To master the management control and budget process and their tools
- To apply management control and budgeting tools in concrete examples

COURSE OVERVIEW

- Characteristics of an Investment Project
- Performance and management control
- Budgeting process
- Budgeting and management control tools

PREREQUISITES

Students are expected to have:

- Basics of accounting and finance

ASSESSMENT

Continuous assessment based on management control and budgeting tools presentation and final exam in the last session.

LITERATURE / WEBSITE

Management control systems 12th edition, by Robert Anthony and Vijay Govindarajan
Fundamentals of Management Control, by Françoise Giraud

9. DIGITAL MARKETING

LEARNING7 is an online digital marketing program that allows you to strengthen your marketing skills in strategic planning, formats, platforms, targeting and measurement techniques to develop brand-building and performance marketing campaigns.
This course is organized into 7 modules (~30 hours).

LEARNING OBJECTIVES/ OUTCOMES

Make it clear that digital marketing is not a separate activity for dedicated people but a place where everything is happening now. Based on that, the objective will be to understand how digital has to be integrated into a global marketing strategy or a communication strategy.

COURSE OVERVIEW

- STATE OF THE DIGITAL WORLD: Explore the new consumer playground and its unprecedented impact on brands.
- MARKETING FUNDAMENTALS: Master the fundamentals of marketing to design your brand strategy in a digital world.
- STRATEGIC PLANNING: Find inspiration and learn how to manage your brand, its communication and its media planning in this ever-changing environment.
- TARGETING & DATA: Seize new opportunities in targeting techniques to reach your audience.
- FORMATS: Know how to use key formats: display, mobile, video, native advertising & emailing to engage with your consumers in the most relevant and powerful way.
- PLATFORMS: Dive into the world of Google, Youtube, Facebook, Instagram, Twitter, Snapchat and LinkedIn to build your brand presence.
- MEASUREMENT: Venture into the metrics system to make the most of its tools and methods to improve your campaign performance.
- WORKSHOPS: Participate in a one-day or longer workshop to deepen and consolidate your knowledge face-to-face with the experts in the field.

ASSESSMENT

Online Continuous assessment.

LITERATURE / WEBSITE

Understanding Digital Marketing, Kogan Page Ltd; 2nd Revised edition (3 mars 2012), Damian Ryan and Calvin Jones

10. LUXURY MARKETING

This course will not only transmit the essentials of luxury as a social phenomenon in the changing society worldwide but also inform about the main actors, strategies and customer evolution.

LEARNING OBJECTIVES/ OUTCOMES

To sharpen students' understanding of luxury sociology; comprehension of the modern luxury industry; and awareness of the evolution of the luxury business model through today's changing society and consumer generations.

COURSE OVERVIEW

- Introduction to luxury I. (brainstorming, perception of the consumer/perception of the marketer)
- Introduction to luxury II. (fundamentals: key values)
- Psychological origins of luxury/sociology of luxury
- Luxury's evolution through time until today (key drivers)
- Comparison of both concepts: Luxury & the consumer society I.
- International Luxury Associations & International Luxury organizations
- Presentations of different Luxury Brand Groups & their business models
- Changes in the luxury consumer behavior
- Communication in Luxury adapted to the new generations
- International Luxury trends
- Group Case Analysis Luxury Brand

PREREQUISITES

Students are expected to have:

- Good knowledge of the fundamentals of marketing
- Very good command of English
- A certain degree of professionalism and general culture as well as an international mindset
- Being able to work in groups

ASSESSMENT

Continuous assessment and final exam in the last session.

LITERATURE / WEBSITE

Luxe, Nouveaux Challenges, Nouveaux Challengers, Jean-Noël Kapferer, éditions Eyrolles, 2016
Kapferer on Luxury, Jean-Noël Kapferer, éditions Kogan Page, 2015
The Road to Luxury, Ashok Som / Christian Blanckaert, editions Wiley, 2015
Luxe & Digital, Eric Darkplanneur Briones, éditions Dunod, 2016
Global Luxury Trends, Jonas Hoffmann / Ivan Coste-Manière, éditions Palgrave Macmillan, 2013
Luxury Brands in China and India, Glyn Atwal / Douglas Bryson, éditions Palgrave Macmillan, 2017
Shine, Digital Craftsmanship for Modern Luxury Brands, Florine Eppe Beauloye, éditions Michael, Hanrahan Publishing, 2017
The Ghost of Luxury, Prof.Launce / Love Ranga, éditions Musgrave Vern, 2017
Luxury Brand Management, Michel Chevalier / Gérald Mazzalovo, éditions Wiley, 2012
The Luxury Strategy, Jean-Noël Kapferer / Vincent Bastien, éditions Kogan Page, 2012
The New Luxury Experience: Creating the Ultimate Customer Experience », Wided Batat, éditions Springer, 2019

OPTIONAL: FRENCH FOR INTERNATIONAL STUDENTS (beginner level)

LEARNING OBJECTIVES/ OUTCOMES

Learning the basics in French, to react in simple everyday situations. The course focuses on the development of oral skills while studying the French culture, way of life, and civilization. Students work together during class to understand documents, answer questions, discuss findings and practice what is being learned.

COURSE OVERVIEW

- To greet, to make contact with someone, to introduce oneself, to apologize
- ask to introduce oneself, introduce someone
- Expressing your will, discussing your projects / understanding administrative vocabulary
- Express your tastes, go to a restaurant
- Talk about his daily life
- Talking about your health / Going to the doctor / Going to the pharmacy
- Asking for and giving directions location

OPTIONAL: FRENCH FOR INTERNATIONAL STUDENTS (advanced level)

LEARNING OBJECTIVES/ OUTCOMES

This course is for students who have already acquired the basics of French. It aims at developing both oral and written communication skills regarding a variety of subjects. From the next French president's speech to a role-play on the moon, the course combines debates, grammar lessons, exercises, discussions and oral and written comprehension, to provide students with knowledge on French culture and language.

COURSE OVERVIEW

- Talking about your past / Expressing a change in your situation
- Express your opinion in a conversation / Debate
- Talking about people / Expressing opinions on the personalities and behaviors of others
- Express what you have understood or not understood / Report the words of others
- Talk about yourself and your relationship to others
- Express wishes / Dream aloud
- Express feelings and emotions
- Talking about money and the economy

ASSESSMENT

Continuous assessment (tests) and final exam in the last session.

LITERATURE / WEBSITE

This course is based on authentic documents: tv extracts, advertisements, maps, city's exhibition programs and so on. Every document comes with a worksheet divided into three parts: debriefing together and understanding the document / extracting and learning one or several linguistic points from the document (grammar, vocabulary…) / using acquired notions in real-life situations

Some lessons or exercices are extracted from textbooks/video and audio platforms as follows : Vite et Bien 1/2, Youtube / Clé International / Latitudes 1&2 / La grammaire progressive du français, Clé international

Documents administratifs authentiques

Documents authentiques : Un menu de restaurant

Articles de presse

Extraits de documents radiophoniques, extraits de JT

Exemple de faire-part

Extrait de L'Avare de Molière

Extrait de L'Argent de Zola