

STUDY GUIDE

*Problem based learning:
Running an import/ export project
for a company*

Organised by

Université Polytechnique Hauts-de-France
Poznan University of Technology

1. IDENTIFYING DATA.																	
• Course Name.	PROBLEM BASED LEARNING: RUNNING AN IMPORT/ EXPORT PROJECT FOR A COMPANY																
• Coordinating University.	Université Polytechnique Hauts-de-France																
• Partner Universities Involved.	Poznan University of Technology / Faculty of Engineering Management																
• Course Field(s).	International business / Marketing researches																
• Related Study Programme.	Bachelor degree of international business – purchasing and sales track																
• ISCED Code.																	
• SDG.																	
• Study Level.	Third year Bachelor program																
• EUNICE Key Competencies	<ul style="list-style-type: none"> • Green – strongly • Orange- moderately • Red – partially • Blank cell - not at all <table> <tr> <td>Problem solving</td><td>strongly</td></tr> <tr> <td>Team working</td><td>strongly</td></tr> <tr> <td>Communication</td><td>strongly</td></tr> <tr> <td>Self-management</td><td>strongly</td></tr> <tr> <td>Cognitive flexibility</td><td>strongly</td></tr> <tr> <td>Digital competence</td><td>moderately</td></tr> <tr> <td>Technical competence</td><td>moderately</td></tr> <tr> <td>Global intercultural competence</td><td>strongly</td></tr> </table>	Problem solving	strongly	Team working	strongly	Communication	strongly	Self-management	strongly	Cognitive flexibility	strongly	Digital competence	moderately	Technical competence	moderately	Global intercultural competence	strongly
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• Number of ECTS credits allocated.	4
• Mode of Delivery.	Online synchronous
• Language of Instruction.	English exclusively
• Course Dates.	From 12 th September – 18 th December

• Precise Schedule of the Lectures.	1h30 per week workshop
• Key Words.	Running an import/ export mission
• Catchy Phrase.	In live experience of a business mission on an international field

• Prerequisites and co-requisites.	<ul style="list-style-type: none"> - Marketing: conducting marketing researches. Identifying potentials and routes to markets. - Sales : selling a commercial offer - Commercial communication - B2 level of English - Availability of students during the 5th semester
• Number of EUNICE students that can attend the Course.	20 (UPHF) and 12 (other EUNICE universities)
• Course inscription procedure(s).	Once self-enrolment is activated in the course, users can enrol themselves in the course

2. CONTACT DETAILS.

• Department.	IUT techniques de commercialisation
• Name of Lecturer.	Valérie RAMEZ
• E-mail.	Valerie.ramez@uphf.fr / Tel 00 33 6 32 86 55 29
• Other Lecturers.	Marta Ph.D., Eng. Marta Pawłowska-Nowak Vice-Dean for Education

3. COURSE CONTENT.

Targeted Skills: – Formulate an international trade strategy – Manage international operations – Conduct marketing actions – Sell a commercial offer

Objectives and Professional Issue: Deploy the offer internationally, integrating marketing, sales, logistics, intercultural, transportation, suppliers, procurement, and quality aspects.

4. LEARNING OUTCOMES.

Participating in an international trade mission with valuable learning outcomes, including:

1. **Strategic thinking:** Developing the ability to formulate and implement international trade strategies
2. **Project management:** Gaining skills in planning and managing international operations effectively
3. **Marketing and sales:** Enhancing capabilities in conducting marketing actions and selling commercial offers on a global scale

4. **Cultural competence:** Understanding and navigating intercultural differences in business practices
5. **Logistics and supply chain management:** Learning to manage logistics, transportation, and supply chain processes
6. **Legal and ethical awareness:** Understanding international business laws and ethical considerations
7. **Problem solving:** Improving decision-making and problem-solving skills in a global context
8. **Communication skills:** Developing effective oral and written communication skills for international business
9. **Confidence and initiative:** Building confidence and a sense of initiative by identifying business opportunities and adapting quickly

5. OBJECTIVES.

Gaining a comprehensive understanding of market approaches.

Measuring the success of international trade missions and key metrics. Identifying areas of future improvements.

1. **Achievement of objectives:** Evaluate whether the mission met its predefined goals, such as establishing new partnerships, securing deals, or exploring market entry strategies
2. **Number of Business Connections:** Track the number of new contacts, partnerships, and networks established during the mission
3. **Market Insights:** Assess the quality and depth of market knowledge gained, including understanding local consumer behaviour, regulatory environments, and competitive landscapes
4. **Participant Feedback:** Collect feedback from participants regarding the organization, relevance, and outcomes of the mission. This can provide insights into areas of improvement and overall satisfaction
5. **Follow-Up Activities:** Monitor the follow-up actions taken post-mission, such as continued negotiations, further meetings, and implementation of learned strategies

6. COURSE ORGANISATION.

UNITS

- | | |
|----|---|
| 1. | Company presentation / global strategy / products portfolio and positioning - 3 hours |
| 2. | Market research and Analysis – 3 hours |

3.	Market entry strategy / distribution channels and logistics /identification of market opportunities – 3 hours
4.	Competitive pricing Market entry strategy – 3 hours
5.	Test the market and get practical experience – 6 hours
4.	Conclusion – 1 hour
LEARNING RESOURCES AND TOOLS.	
Co-operative learning methods	
PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.	
Account plan creation / Strategy review / Prospection plan / CRM / monitoring success	

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Written presentation of the global project and outcome.
Oral presentation with deeper analysis of constraints and obstacles and enhance on follow up process.

OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Will be communicated on Moodle and prior the start of the class