

Course Syllabus:

Business Fair

Autumn Semester

Campus:	Hénallux Social Campus
Section:	IB225 Human Resource Management MK-oriented IBS module and HRM-oriented IBS module
ECTS Credits:	1
Course Unit Code:	IBS09
Cycle:	First Cycle
EQF Level:	6
Language of Instruction:	English
Total Workload:	25 hours (8 hours in the IBS schedule)
Instructor:	Bénédicte Deneumoustier
Course Type:	Compulsory (HRM-oriented module) – Elective (MK-oriented module)

Course Overview

This course explores the impact of international business practices by presenting an international company during the *Business Fair*.

The aim is to ‘sell’ the company to future candidates (3rd year HRM students), through focusing on the company’s mission, values, CSR, products and services, benefits offered and brand image.

Learning Outcomes

By the end of this course, students will be able to:

- Present a company, its various departments, organization chart, structure, values/mission, in connection with the Business Fair organized as part of the Intercultural and International Seminar
 - Perform in an interactive, original and creative way (in 2 foreign languages)
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Course Content

- Select an international company
 - Research information about this company
 - Structure the gathered information for the future presentation
 - Write a summarized description of the company
 - Prepare folders, goodies, etc. for the booth/stand
 - Organize the booth display (folders, goodies, etc) in an attractive way
 - Present the company and interact with national and international visitors
 - Attract potential candidates in a creative way
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Teaching Methods

- Introductory session to a company presentation: basic terminology, concrete example (Netflix)
 - Working groups select an international company, do active research about it and organize the relevant information useful for the presentation at the fair
 - Interactive working group sessions are supported by coaches/teachers
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Assessment Method

- Attendance and active participation in the preparatory sessions (September and October) – 50% of the global mark
 - Attendance and active participation at the Business Fair planned mid-October - 50% of the global mark
 - 25% : Content and professional vocabulary
 - 25% : Relevance and understandable nature of the delivered information
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Learning Resources

Course materials and supplementary files will be available on Moodle.

Key References

Netflix website
Company websites
Contact with company employees