



## STUDY GUIDE 2020-2021

### MSc-Master of Science ® “*International Agribusiness*” 12 month course

### ESA – *Ecole Supérieure d’Agricultures*

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## 1. Program objectives

The International Agribusiness Master Programme –referred to as “MSc IAB” in this document– aims to:

- Prepare future executives capable of establishing and developing agribusiness relations worldwide;
- Offer future executives, who already have acquired a technical training in the field of agriculture and food industry, a thorough practical knowledge of positions related to international trade and business development in the European and other economic blocks markets context;
- Build an effective international business network that guarantees the progressive enhancement of its professional approach.

In order to reach those objectives, we are supported by a group of successful professionals graduated over the last 20 years as well as various lecturers from numerous international firms, institutes, government agencies and universities.

## 2. Admissions

Admissions are periodically decided by a committee of three members: ESA General Director René SIRET, Academic L& M Programs Director H  l  ne RONGEOT and MSc IAB Director Marina POURRIAS.

Complete applications files already submitted on OLAGE (<https://olage.groupe-esa.com>) are examined at every periodical meeting. Applicants whose file is taken into consideration are invited for a selection interview with a member of the Committee (either face-to-face when possible or via skype). Admitted students receive an admission letter from the responsible for the recruitment of international students Mrs Marie GODARD that allows them to start their visa and travelling processes. After admission, all files are handed to and kept by Mrs Marie-Claire GILLAIZEAU, MSc IAB assistant.

An application file to be filled in directly on <https://olage.groupe-esa.com/>, is made up of:

- An application form
- A cover letter explaining the reasons for applying and career plans for the future
- Two recommendation letters (2 reference letters, at least 1 reference letter must be written by a former professor who can assess your academic performance)
- An updated CV (found on Internet the Europass CV model)
- A recent photo (to post directly on the application form)
- Studies transcripts of record related to highest diplomas obtained.
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### Requirements for applying:

Applicants must:

- have validated 240 etcs (M1 or Bachelor 4 years) in the agricultural production and food processing field of expertise, or a degree in veterinary science and even management and rural economics background
- be strongly interested in an international graduate programme
- have a fairly good knowledge of the French and English languages.

### For enrolment in September 2020 :

- Your file will be examined by a Committee.
- In case your file is taken into consideration by the Committee, you will be invited for an interview over the phone or Skype with a member of the MSc IAB team in **June 2020** at the latest
- **By June 15<sup>th</sup> 2020**, you will be informed about the position of your application.
- If you are accepted for the MSc IAB, you will receive a letter and certificate of enrolment, giving you all the necessary details regarding your arrival in Angers.
- You will have to confirm your enrolment by the payment of a 300-Euro deposit no later than **June 30<sup>th</sup> 2020** by sending the form to:

[olage-officer@groupe-esa.com](mailto:olage-officer@groupe-esa.com)

### 3. Programme organization

The MSc IAB programme consists of two semesters of academic activities: the first semester **international markets and strategies** studies, and the second semester, internship in a company as stand for the **thesis** (“*Mémoire de Fin d’Etudes – MFE*” -end of studies report).

The studies at ESA are carried out in **French and English**, which leads to a trilingual graduate. The “MFE” is presented to a jury of two professors and a company representative. It can also be written and defended either in English or French. ESA provides most facilities and help the students in finding their internships.

All ESA international students can have two weeks of intensive French Language and Culture course early September. During the first semester ESA also offers a weekly course of French as a Foreign Language (“FLE”).

Language courses are offered during the study periods, usually on Thursday afternoons. Some common courses are: French, German, Spanish, Russian, Brazilian Portuguese, and Chinese.

### 4. Studies calendar – learning outcomes- contents

Regular students begin their studies early September and finish their activities from February to September the following year, depending on their thesis defense.

#### **Convention:**

- CM ..... = lectures
- TD ..... = tutorial work
- TP ..... = tutorial work
- TA ..... = tutorial work
- Face-to-face .... = CM + TD + TP + TA
- ED ..... = individual/group work
- EV ..... = exams (oral defence, written)

## **TEACHING UNITS – DESCRIPTION OF CONTENTS**

Detailed programmes can be found on [http://rabelais.groupe-esa.com/core/adm\\_letgo.php](http://rabelais.groupe-esa.com/core/adm_letgo.php), under “planning”, “groupe” enter “IM1IFITC IM1IFIPCECMI”

A synoptic programme can be found on request.

### **First Semester – Autumn « International Markets » (Sept – Feb) 60 credits in 5 UPs (Programme Units)**

#### **OBJECTIVES**

- To provide students with the necessary basic knowledge to understand how international markets of agricultural and food products work (economic approach, marketing, international trade techniques)
- To prepare students for the final thesis

#### **TEACHING METHODS**

This is a 21week course. The educational activities request an average of 28 hours a week. They are divided into five main course units.

Lectures, presentations and tutorials are taught in French and English.

Some subjects focusing on the European food markets are taught by lecturers from other Higher Education and Research Institutions and foreign universities working in partnership with ESA. Other courses dealing with international markets of strategic products concerning the European Union, Mercosur and Asia are taught by foreign lecturers.

Furthermore, external contributions by experts and people working in the studied field are complementary to permanent lecturers' courses and guest lecturers' contributions.

#### **PROGRAM OVERVIEW**

12 mths prog.	INTERNATIONAL MARKETS & STRATEGIES							THESIS ( MFE)			
	EDI	MKI	MNI	GAAI	SEMS	PPP/ prép MFE	TOT.	Work placmnt	Thesis	Oral defence	TOT.
<b>ECTS</b>	9	12	11	9	12	7	60	10	10	10	30
<b>Calendar</b>	mid-september/ mid-february							From mid. february			
<b>Hours</b>	507h ( face to face/ tutored)							6 months			

## TEACHING UNITS

<b>Code: IM2-MI-EDI</b>		<b>International Economics- International Laws</b> (Economie Internationale - Droit International)					
<b>Professor: Mohammed GHALI</b>				<b>Begin: September</b>		<b>End: November</b>	
<b>Language(s): French/ English</b>		<b>Semester: 1</b>		<b>Enroll. Min/Max: - 30</b>		<b>Credits: 9.00</b>	
<b>CM:</b>	<b>TD:</b>	<b>TP: 0.00</b>	<b>TA:</b>	<b>Face-to-face: 45.00</b>	<b>ED: 12.00</b>	<b>EV: 4.00</b>	<b>Total:</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Get a sound knowledge of the concepts and issues of international economics and law.</li> <li>✓ Get acquainted with the tools to be used for an empirical analysis of trade.</li> <li>✓ Learn how to set up an economic intelligence search strategy</li> </ul>						
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Economic theories applicable to international agricultural trade.</li> <li>- Agricultural, international and regional trade policies</li> <li>- Fields of law applicable to international trade.</li> <li>- Private norms and international trade</li> <li>- International trade markets</li> <li>- Economic intelligence: goals, organisation, methodology</li> </ul>						
<b>Prerequisites</b>	Basic knowledge in economics and statistics.						
<b>Teaching methods</b>	Lectures, conference Collaborative work Use of intelligence tools (Sindup...)						
<b>Assessment</b>	<u>Collaborative work</u> Report, oral defence <u>Individual:</u> written exam						

<b>Code: IM2-MI-MKI</b>		<b>Food and agribusiness International Marketing</b> (Marketing international et techniques du commerce international de produits agroalimentaires)					
<b>Professor: Marina POURRIAS</b>				<b>Begin: october</b>		<b>End: january</b>	
<b>Language(s): French/ English</b>		<b>Semester: 1</b>		<b>Enroll. Min/Max: - 30</b>		<b>Credits: 12.00</b>	
<b>CM:</b>	<b>TD:</b>	<b>TP:</b>	<b>TA:</b>	<b>Face-to-face: 105.00</b>	<b>ED: 45.00</b>	<b>EV: 4.00</b>	<b>Total:</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Get used to “think global and act local”</li> <li>✓ Learn how to use marketing and trade tools in food and agricultural international markets</li> <li>✓ Understand specificities of B2B marketing in an international environment</li> </ul>						
<b>Contents</b>	<ul style="list-style-type: none"> <li>- International food and agribusiness marketing: market analysis, internationalisation strategies, market strategies.</li> <li>- International trade techniques and supply chain: incoterms and contracts, customs practices, international transport and insurances, terms of payment, foreign exchange transactions, role played by banks: export taxation.</li> <li>- Agri-food supply chain/ purchasing management &amp; performance</li> <li>- B2B marketing</li> </ul> One-week study tour to a European country/ company visits						
<b>Prerequisites</b>	Basic knowledge of marketing and corporate strategy						
<b>Teaching methods</b>	Lectures, conferences Case studies (intercultural management, internationalisation strategy) Business/ negotiation game Visits/ experience sharing Market / prospective study (report, oral defence) Collaborative work - coaching						
<b>Assessment</b>	<u>Collaborative work</u> Prospective study Business game <u>Individual</u> written exam contribution to prospective study (report, oral defence) contribution to business game (report)						

<b>Code: IM2-MI-MNI</b>		<b>Agricultural and food products markets and international trade</b> (Marchés de Produits Agricoles et Alimentaires et Négoce International)					
<b>Professor: Nathalie FONTAINE</b>				<b>Begin: November</b>		<b>End: December</b>	
<b>Language(s): French/ English</b>		<b>Semester: 1</b>		<b>Enroll. Min/Max: - 30</b>		<b>Credits: 11.00</b>	
<b>CM:</b>	<b>TD:</b>	<b>TP:</b>	<b>TA:</b>	<b>Face-to-Face: 85.00</b>	<b>ED: 8.00</b>	<b>EV: 5.00</b>	<b>Total:</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Understand the specificities and stakes of international agricultural trade.</li> <li>✓ Understand the functioning and role of global trading companies</li> <li>✓ Figure out the dynamics of risk management</li> <li>✓ Learn how to use futures and options markets</li> </ul>						
<b>Contents</b>	<ul style="list-style-type: none"> <li>- General characteristics of the international trade of agricultural commodities: competitiveness of national economies, market instability.</li> <li>- International markets: cereals, beef meat, so bean and by products, coffee, cocoa, sugar...</li> <li>- Futures and options markets for main agricultural commodities.</li> <li>- Global trading companies: organization and functions.</li> <li>- Risk management in agricultural commodities &amp; international trading (price, execution...)</li> <li>- Digitalization and trading</li> </ul>						
<b>Prerequisites</b>	Basic knowledge of general and agricultural economics.						
<b>Teaching methods</b>	Lectures, conference Business/ trading game Case studies						
<b>Assessment</b>	<u>Collaborative</u> Oral defence (basics of trade) Business/ trading game <u>Individual:</u> Written exam Business/ trading game						

<b>Code: IM2-MI-GAAI</b>		<b>Institutions, Politics &amp; Cultures</b> (Géopolitique des Affaires Agricoles et Internationales)					
<b>Professor : Céline CLAVEL</b>				<b>Begin: September</b>		<b>End: October</b>	
<b>Language(s): French/ English</b>		<b>Semester: 1</b>		<b>Enroll. Min/Max:</b>		<b>Credits: 9.00</b>	
<b>CM:</b>	<b>TD:</b>	<b>TP:</b>	<b>TA:</b>	<b>Face-to-face: 50.00</b>	<b>ED: 7.00</b>	<b>EV: 4.00</b>	<b>Total:</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Understand the political and cross-cultural aspects of international relations.</li> <li>✓ Figure out how the relations between nations and the geopolitical forces, issues and events can impinge upon the functioning of businesses in a globalized and integrated world and economy and impact business decisions</li> <li>✓ Understand the value of setting-up a strategic intelligence</li> <li>✓ Enhance analytical skills</li> <li>✓ Develop written and oral skills</li> </ul>						
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Political analysis of today's world; geopolitics; geostrategies</li> <li>- Geopolitics and agricultural affairs (sustainability issues...)</li> <li>- Focus on China, Brazil, Middle-East regions</li> <li>- Corporate social responsibility</li> </ul>						
<b>Prerequisites</b>	Common Agricultural Policy, Institutions of the European Union, Keeping up with international news.						
<b>Teaching methods</b>	Lectures, conferences Collaborative work: report, poster, oral defence						
<b>Assessment</b>	<u>Collaborative</u> Geo-economic strategies: report, poster Oral defence <u>Individual:</u> Written exam						

<b>Code: IM1 SEMS-SEMS</b>		<b>Strategy and marketing strategy of agrobusiness companies</b>					
<b>Professor: Denis BOUILLON</b>				<b>Begin: mid-January</b>		<b>End: mid- February</b>	
<b>Language(s): French/ English</b>		<b>Semester: 1</b>		<b>Enroll. Min/Max: -/30</b>		<b>Credits:12.00</b>	
<b>CM:</b>	<b>TD:</b>	<b>TP</b>	<b>TA:</b>	<b>Face-to-face: 90.00</b>	<b>ED: 50.00</b>	<b>EV: 6.00</b>	<b>Total:</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ To be acquainted with, and learn why/ how to use the basic concepts of corporate strategy and strategic/ operational marketing</li> <li>✓ Understand corporate and marketing strategies</li> <li>✓ Develop entrepreneurial thinking, skills and competencies (time management, strategic thinking, efficiency, communication...)</li> <li>✓ Learn how to pitch your ideas, your project</li> <li>✓ Strengthen collaborative skills</li> </ul>						
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Strategy for agribusiness management</li> <li>- Marketing and agricultural/ food business</li> <li>- Creativity</li> </ul> <u>Concepts</u> <ul style="list-style-type: none"> <li>- Strategic diagnosis – Tools</li> <li>- Strategic segmentation &amp; Marketing segmentation</li> <li>- Strategic marketing &amp; operational marketing</li> </ul> <u>Agro-food strategies: outlook and examples</u>						
<b>Prerequisites</b>	Marketing mix Market analysis Basics of strategy						
<b>Teaching methods</b>	Lectures Tutorials -Case studies						
<b>Assessment</b>	<u>Collaborative work</u> <ul style="list-style-type: none"> <li>- Case/ sector studies</li> <li>- Marketing project- Oral defence</li> <li>- Start up contest</li> </ul> <u>Individual work</u> Written exam						

<b>Code: IM2-PPP</b>		<b>Preparation of Professional Project</b>					
<b>Professor: M. POURRIAS</b>				<b>Begin: September</b>		<b>End: November</b>	
<b>Language(s): French/ English</b>		<b>Semester: 1</b>		<b>Enroll. Min/Max: -</b>		<b>Credits: 2.00</b>	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Define student's personal and professional project: 1) select the adequate 6 months missions/ internship fitting the project, 2) set-up and develop network</li> <li>✓ Learn how to build a professional network</li> <li>✓ Learn how to pitch yourself</li> </ul>						
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Project description: goals and targets, skills and competence required, ability to fulfil expectations (proof, experience)</li> <li>- Searching strategy</li> <li>- Professional pitch</li> <li>- Recruitment interviews</li> </ul>						
<b>Prerequisites</b>	Personal thinking!						
<b>Teaching methods</b>	Tutorship Collaborative work						
<b>Assessment</b>	<ul style="list-style-type: none"> <li>- Professional project</li> <li>- Pitch</li> <li>- Interviews (French, English)</li> </ul>						

<b>Code: IM2-MFE-IR</b>		<b>Preparation of final internship/ thésis</b> (Mémoire de Fin d'Etudes)	
<b>Professor: tutor to be appointed on ad hoc basis</b>		<b>Begin: 6w from mission start</b>	<b>End:</b>
<b>Language(s): French/ English</b>		<b>Semester: 1</b>	<b>Enroll. Min/Max: -</b>
<b>Objectives</b>		<ul style="list-style-type: none"> <li>✓ Take a problem put forward by a firm, define problem setting and develop a methodology as to address the specific issue, while taking the scientific, technical, strategic and human aspects into account.</li> <li>✓ - Synthesis and writing skills</li> </ul>	
<b>Contents</b>		(as per " <i>Guidelines for writing the intermediate report</i> ") <ul style="list-style-type: none"> <li>- Problem setting</li> <li>- Methodology</li> <li>- Project planning</li> </ul>	
<b>Prerequisites</b>		- Mission project written according to guidelines provided and validated by Msc IAB program's director.	
<b>Teaching methods</b>		Tutorship	
<b>Assessment</b>		Report (according to " <i>Guidelines for writing the intermediate report</i> ")	

## 2nd Semester – Internship + MSc Thesis

Code: IM2-MFE	Final Thésis – 6 months (Mémoire de Fin d'Etudes)		
Professor: tutor to be appointed on ad hoc basis		Begin: February/ march	End: September
Language(s): French/ English	Semester: 2	Enroll. Min/Max: -	Credits: 30.00
		Face-to-face: 30.00	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Undertake work experience, solving a problem put forward by a firm.</li> <li>✓ Be able to tackle a specific issue, while taking the scientific, technical, strategic and human aspects into account.</li> <li>✓ Define a problem. To make a diagnosis. To develop and put forward solutions. To be involved in their implementation</li> </ul> (work placement has to provide for intercultural experience)		
<b>Contents</b>	<ul style="list-style-type: none"> <li>- Insertion into a firm or organisation</li> <li>- Problem analysis - project management</li> <li>- Data analysis - synthesis - solutions for decision making</li> <li>- See detailed descriptive card on MFE (final thesis) (chapter on "work placements")</li> </ul>		
<b>Prerequisites</b>	<ul style="list-style-type: none"> <li>- Internship project has to be validated by head of master to make sure it will fulfill Master level requirement, prior to any placement</li> <li>- no internship contract can be issued without this preliminary validation</li> <li>- Project has to be written according to guidelines provided by the master programme (guidelines are available from master's assistant)</li> </ul>		
<b>Teaching methods</b>	Work placement in a firm - personal work Six months work.		
<b>Assessment</b>	Three items will be evaluated for 1/3 each: 1) written report – 2) oral presentation in front of a jury 3) fulfilled work and personal behaviour in the firm. A minimum of 10/20 must be obtained on each of the items to validate this semester.		

### 5. Language proficiency and credits

All MSc IAB students should validate **8 credits** (European Credit Transfer System – ECTS) in foreign language proficiency (**4 to English** language and 4 to **French** language – non-native French speakers or **second** foreign language for French natives).

According to Committee decisions, there are **various ways** to validate those credits.

#### 1) ESA offers the following set of accreditation for non-native French students:

English language: students can choose to apply for their credits (4) as follows:

- a. 0-4 credits by writing and submitting the MFE (written part/report) in English;
- b. 0-4 credits by orally presenting MFE in English; or 0-4 credits by taking TOEIC (minimum level 785), or TOEFL (minimum level 550)
- c. FCE or any other internationally accredited test at an equivalent level.

French language: likewise, students can choose to apply for their credits (4) as follows:

- d. Written test in September, and a 15 minute-oral test. The language professor's group (led by Sylvie Michaud) will evaluate the test results, according to the semester starting level (early September). The evaluation will grant 0-4 credits to each student;
- e. 0-2 credits by answering the written exam about "Institutions, politics and culture" in French;
- f. 0-4 credits by writing and submitting the MFE (written part/report) in French;
- g. 0-4 credits by orally presenting MFE in French; or
- h. 0-4 credits by taking TFI (minimum level 750), DALF, DELF or any other internationally accredited test at an equivalent level.

## **2) For native French students or speakers**

English language: students can choose to apply for their credits (4) as follows:

- a. 4 credits when completing a work placement within an English-speaking company and writing and submitting the MFE (written part/report) or holding the oral defense in English. Credits will be granted upon validation of the internship work by the jury under the above stated conditions.
- b. Or 4 credits by taking TOEIC (minimum level 785), or any other internationally accredited test at an equivalent level.

Foreign language: students can choose to apply for their credits (4) as follows:

- 4 credits through a written test and a 15 minute-oral test at the end of the cursus. The level to be reached at the end of the cursus will be defined together according to the semester starting level with the language professor's group (led by Sylvie Michaud). The language professor's group will evaluate the test results at the end of the cursus. The evaluation will grant 0-4 credits to each student
- Or 4 credits validated by any internationally accredited test when existing. The nature of the test and the level to be reached at the end of the cursus for the diploma will be defined together with the language professor's group (led by Sylvie Michaud) according to the semester starting level
- Or 4 credits when completing a work placement in a company whose working language is the language to be validated and writing and submitting the MFE (written part/report) or holding the oral defense in English. Credits will be granted upon validation of the internship work by the jury under the above stated conditions.

Important: students who have validated all units, except languages, will be given 2 years maximum from the date of the Jury diploma to perform the effective validation.

## 6. Student assessment and marking scheme

Graduation will be granted by a Jury, only upon achievement of the following requirements (A + B + C).

### **A- Validation of 90 credits (ECTS) during the two semesters, and a three-language fluency, including**

- 1) French and English for foreign students or
- 2) English and foreign language for French native speakers (+8 ECTS).

P.U.	INTERNATIONAL MARKETS								THESIS ( MFE)			
T.U.	EDI	MKI	MNI	GAAI	SEMS	PPP	MFE RI	TOT.	Work placmnt	Thesis	Oral defence	TOT.
ECTS	9	12	11	9	12	2	5	60	10	10	10	30

Each evaluation is graded 0 to 20. Grades lower than 10/20 mean that the objectives have not been reached:

- A minimum of 6/20 is required for each Teaching Unit (T.U.)
- Students must obtain a minimum average of 10/20 for each of the 2 P.U.s. (Program Units): IM, Thesis. Otherwise the students must follow the course again for PU's where minimum grade has not been fulfilled (with payment accordingly).

### **B- Satisfactory commitment all along the study pathway.**

Students' behavior and attitudes are regularly checked. Such verification is held through three complementary processes:

- Regular attendance
- In-class and group participation;
- Commitment,
- Fair, honest and correct attitudes towards students, school staff.

### **C- Full payment of fees, related to studies (tuition fees) and stay in Angers.**

#### **Cases of exclusion from the MSc International agribusiness program**

In case of failure to validate credits as previously described, ESA reserves the right to:

- Either give another chance to the student to continue the cursus by allowing him/ her to enrol again in a part of the programme (P.U., or selective T.U. as required by the Jury)
- Or take the decision to exclude the student from the programme.

Should a student not comply to conditions stated in Paragraphs B and/or C, a first written warning will be issued by ESA. In case of further non-compliance, ESA reserves the right, unilaterally, to exclude the student from the program.

In both cases, a special ESA jury will be held in presence of the student to notify the decision. Exclusion will be effective the day following the date of issue of the official written notification by ESA – No refunding of the fees already paid.

## 7. Tuition fees (2020-2021 rate) \*:

- Tuition fees amount to 4 600€ / semester
- A fee of 120€ for the study trip in Netherlands (Autumn semester international market) will be charged
- An additional 309€ has to be added each year for student social and medical insurances.

### **Tuition fees details:**

#### **MSc International Agribusiness 1 semester:**

Tuition fees (year 2020 - 2021):	4 600
+ Student social insurance (2020-2021)	26
+ Work accident insurance (2020-2021)	103
+ ESA Campus participation cost	100
<b>Total for 1 semester:</b>	<b>4 829</b>

+ “CVEC” to be paid directly to the “CROUS” 92

#### **MSc International Agribusiness a full year (2 semesters):**

Tuition fees (year 2020 – 2021):	9 200
+ Student social insurance (2020-2021)	26
+ Work accident insurance (2020-2021)	103
+ ESA Campus participation cost	100
<b>Total for 1 year:</b>	<b>9 429</b>

+ “CVEC” to be paid directly to the “CROUS” 92

*Each student in initial training at a higher education institution must pay the CVEC to enroll in his or her institution: the CVEC certificate will be required to finalize your enrolment*  
*CVEC = “Contribution vie étudiante et de campus”, i.e. a National participation to Student Life. CROUS = “Centre régional des oeuvres universitaires et scolaires”, in charge of social Students’ accommodation, restaurants and social help to students.*

*\*Fees are subject to increase from year to year. New rates are defined in June year N for application year N+1, with increases between 3 to 6%.*

