



STUDY GUIDE 2018-2019

MSc – Master of Science ® “*International Agribusiness*”

ESA – Ecole Supérieure d’Agricultures

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1. Programme 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 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 International Director Stéphane BROCHIER, Academic L& M Programs Director H el ene RONGEOT and MSc IAB Director Marina POURRIAS.

Complete applications files already submitted on OLAGE (<http://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 <http://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.

Requirements for applying:

Applicants must:

- hold a Bachelor's degree in the agricultural production and food processing field of expertise, or a degree in veterinary science and even management and economics background
- be strongly interested in an international graduate programme

- have a fairly good knowledge of the French and English languages.

For enrolment in January 2019 :

- 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 **September 2018** at the latest
- **By the end of October 2018**, 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 **30 October 2018** by sending the form to:

olage-officer@groupe-esa.com

- The MSc IAB program starts on **January 2019** (weeks prior to this can be devoted to the French as Foreign Language -FLE-, when needed – Reconditions of the admission letter).

In some cases a specific derogation can be given to allow for Semester 2 enrolment (September 2018) :

- Your file will be examined by a Committee **after 15 April 2018**
- 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 **May 2018**.
- **By the end of May 2018**, 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 **30 June 2018** by sending the form to:

olage-officer@groupe-esa.com

3. Programme organization

The MSc IAB programme consists of three semesters of academic activities: the first semester **management** studies, the second semester **international markets** studies, and the third 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 three 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 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 January and finish their activities from July to October the following year, depending on their thesis defense. However, some candidates who already hold a MBA with management courses, granted by foreign partner Universities do not have to attend Semester 1. They just have to attend 2 semesters (from September to July).

1st Semester – Spring - 30 credits in 3 UPs (Programme Units) - Management (Jan-June)

Code UE	Teaching units	Curr. ECTS
TC-IM1-OI-PM	Project Management	4.00
TC-IM1-OI-AD1 & AD2	Statistical tools- Multiple Variable Analysis- Levels 1 & 2	4.00
TC-IM1-SSOL-HI	Humanities for agricultural engineers	4.00
PCECMI-SEMS - SEMS	Strategy & Marketing strategy of Food-Processing & Agricultural Cies	6.00
PCECMI-ERE-EJF	Food & agribusiness cies: financial and legal environment	6.00
PCECMI-ERE-GBRH	Management: finance & human resources	6.00

■ **Convention:**

- . CM = lectures
- . TD = tutorial work
- . TP = tutorial work
- . TA = tutorial work
- . Face-à-face = CM + TD + TP + TA
- . ED = individual/group work
- . EV = exams

TEACHING UNITS – DESCRIPTION OF CONTENTS

Detailed programmes can be found on http://rabelais.groupe-esa.com/core/adm_letgo.php, under “planning”, “groupe” enter “IM1IFITC IM1IFIPCECMI”

A synoptic programme can be found on request.

Code : IM1 OI GP		Project Management					
Professor : S.Akkari				Begin:		End:	
Language(s): French		Semester:		Enroll. Min/Max :		Credits: 4.00	
CM:	TD:	TP: 0.00	TA: 0.00	Face-à-Face:	ED:	EV:	Total:
Objectives	To acquire the necessary tools for understanding project dynamics, organization and the various factors having an influence on its progress. From the idea to effect-the analysis and evaluation (cost, resources, etc.) of a project, to be able to understand the:						
Contents	<ul style="list-style-type: none"> - Foundational Project Management Elements - WBS- Planning and scheduling - Project management: <ul style="list-style-type: none"> Communication Reporting Team management- motivation – managing conflicts Costing/ controlling - Quality/ risk management... 						
Prerequisites							
Teaching methods	Group work –case studies						
Assessment	Case studies Written exam						

Code : IM1 OI AD1 & 2		Statistical tools – Multiple Variable Analysis Level 1 & 2					
Professor: M.Réveillere				Begin:		End:	
Language(s): French		Semester:		Enroll. Min/Max :		Credits: 4.00	
CM:	TD:	TP: 0.00	TA: 0.00	Face-à-Face:	ED:	EV:	Total:
Objectives	Level 1- To get acquainted with, learn why and how to: <ul style="list-style-type: none"> - identify data, set a hierarchy - select and use relevant methods for data treatment (descriptive methods for multiple variable analysis) - massive data treatment - understand and apply mathematical fundamentals to methods - describe and interpret Statistical Results with R software Level 2- To get acquainted with, learn why and how to use, descriptive and explanatory statistical tools (methods and softwares) Level 2 <ul style="list-style-type: none"> - Understand & use explanatory methods and softwares - Interpret Statistical Test Results ... 						
Contents	Level 2: explanatory methods (weeks Linear & multiple regression, CART segmentation, FDA, PLS..)						
Prerequisites							
Teaching methods	CM TD Cases studies						
Assessment	Quiz, case studies, written exam						

Code : IM1 SSOL ODIN		Humanities for agricultural engineers					
Professor:				Begin:		End:	
Language(s): French			Semester:		Enroll. Min/Max :		Credits: 4.00
CM: 30.00	TD: 6.00	TP: 0.00	TA: 0.00	Face-à-Face:	ED: 0.00	EV: 0.00	Total:
Objectives	<p>Get keys to understand and analyse world challenges and issues</p> <p>Examine your ethical beliefs on topics we all face in our daily lives, as global citizens and in business practice</p> <p>Understand how they structure relationship and decision making</p>						
Contents	<p>International issues: players, political, economic and environmental issues, geopolitics- practical applications of ethical and policy analysis to contemporary social problems in global affairs</p> <p>Origin and handle controversial issues</p> <p>Integrate intercultural dimensions</p> <p>Reflect on your personal beliefs and values and understand: how they built up and how they influence our relation to other and the decision making process</p> <p>Integrate ethics in business practice – Conduct meeting and build decisions to get a sustainable result</p>						
Prerequisites							
Teaching methods	<p>Interactive exercises – Conduct a meeting – handle controversial issues</p> <p>Individual and Work groups</p>						
Assessment	Dossier						

Code : IM1 SEMS SEMS		Strategy and marketing strategy of agrobusiness companies					
Professor: D. Bouillon				Begin:		End:	
Language(s): French		Semester:		Enroll. Min/Max :		Credits:6.00	
CM:	TD:	TP	TA:	Face-à-Face:	ED:	EV:	Total:
Objectives	<ul style="list-style-type: none"> - To be acquainted with, and learn why/ how to use the basic concepts of corporate strategy and strategic/ operational marketing - To understand corporate and marketing strategies 						
Contents	<u>Concepts</u> <ul style="list-style-type: none"> - Strategic diagnosis – Tools - Strategic segmentation & Marketing segmentation - Strategic marketing & operational marketing <u>Agro food strategies:</u> outlook and examples						
Prerequisites	Marketing mix Market surveys/ studies						
Teaching methods	Personal Work Tutorials						
Assessment	Case/ sector studies (collective work) Written exam						

Code : IM1 ERE EJF		Companies and their financial and legal environment					
Professor: M.Pourrias				Begin:		End:	
Language(s): French		Semester:		Enroll. Min/Max :		Credits: 6.00	
CM:	TD:	TP: 0.00	TA:	Face-à-Face:	ED:	EV:	Total:
Objectives	Understand the characteristics, functioning and role of world markets – Get acquainted with financial and currency risks and how to manage them Get acquainted and understand the legal environment : constraints and opportunities						
Contents	<u>Financial environment</u> World markets (mapping, interactions) Financial and currency risk management- Tools <u>Legal environment</u> Nature and sources of (commercial law) Contract law: sources, contract formation, terms, defective contracts, remedies Food & Agribusiness companies and EU regulation Taxation and tax laws- Principals of – French & international laws						
Prerequisites							
Teaching methods	Lectures Group work – Case study						
Assessment	Individual written exam- Personal work						

Code : IM1 ERE GBRH		Finance & HR Management					
Professor: B Soulez				Begin:		End:	
Language(s): French		Semester:		Enroll. Min/Max :		Credits: 6.00	
CM:	TD:	TP: 0.00	TA:	Face-à-Face:	ED:	EV:	Total:
Objectives	Get acquainted and learn how to use financial tools to support strategy deployment Get a sound knowledge of business employment related issues- Get acquainted to human resource management tools.						
Contents	<u>Finance control</u> & strategy deployment: investing, funding and planning - Invest: evaluation and selection - Fund: select and plan - Plan: from strategy to budget, preparing cash budget <u>Human resource management</u> - Background:: social psychology of organisations – social politics and strategies, employment law environment - Managing people: management styles, personal development, management missions and tools						
Prerequisites							
Teaching methods	CM, TD, TA Group work						
Assessment	Case studies Projects Written exam						

**2nd Semester – Autumn « International Markets »
(Sept – Dec)
30 credits in 4 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 12-13-week course. The educational activities request an average of 28 hours a week. They are divided into four 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 FESIA 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.

PREREQUISITES

Participants should have attended the Spring Management semester (4th grade) at ESA or a similar (accredited) graduate program held by a partner College/University.

TEACHING UNITS

Detailed programmes can be found on http://rabelais.groupe-esa.com/core/adm_letgo.php
Under "planning", "groupe": enter "IM2MI"

Code : IM2-MI-EDI		International Economics- International laws (Economie Internationale - Droit International)					
Professor: M.Ghali				Begin:		End:	
Language(s): French		Semester:		Enroll. Min/Max : 15/30		Credits: 8.00	
CM: 50.00	TD: 0.00	TP: 0.00	TA: 40.00	Face-à-Face: 90.00	ED: 20.00	EV: 3.00	Total: 113
Objectives	To have a sound knowledge of the concepts and issue of international economics and law.						
Contents	Economic theories applicable to international trade. To be acquainted with the tools necessary for an empirical analysis of trade. Application of international trade theories to the EU trade policy. Fields of law which are applicable to international trade.						
Prerequisites	Basic knowledge in economics and statistics.						
Teaching methods	Lectures, conference, studies carried out by students.						
Assessment	Individual written exam and oral presentation in French or English.						

Code : IM2-MI-MKI		International Marketing (Marketing international et techniques du commerce international de produits agroalimentaires)					
Professor: M.Pourrias				Begin:		End:	
Language(s): French		Semester:		Enroll. Min/Max : 15/30		Credits: 8.00	
CM: 40.00	TD: 0.00	TP: 0.00	TA: 6.00	Face-à-Face: 46	ED: 20.00	EV: 1.00	Total: 67
Objectives	To think and manage strategically. To be acquainted with and learn how to use tools for international marketing of food products. Be acquainted with and learn how to use the international trade techniques applied to the trade of food products.						
Contents	Strategic marketing: access to international markets of agricultural and food products. 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. One week study trip to a European country.						
Prerequisites	Basic knowledge of marketing, statistics applied to management.						
Teaching methods	Lectures, conferences, real market studies carried out by students.						
Assessment	Individual written exam + market study (report + oral presentation in English.)						

Code : IM2-MI-MNI		Agricultural and food products markets and international trade (Marchés de Produits Agricoles et Alimentaires et Négoce International)					
Professor: N.Fontaine				Begin:		End:	
Language(s): French			Semester:		Enroll. Min/Max : 15/30		Credits: 7.00
CM: 50.00	TD: 0.00	TP: 0.00	TA: 40.00	Face-à-Face: 90.00	ED: 20.00	EV: 10.00	Total: 120.00
Objectives	Understand the characteristics of agricultural commodities international trade. Understand the functioning and role of global trading companies in this context.						
Contents	General characteristics of the international trade of agricultural commodities: competitiveness of national economies, market instability. International market survey: beef meat, soy bean and by products, orange juice, sugar, cereals. Futures and options markets for the main agricultural commodities. Global trading companies organization and functions. Risks management in agricultural commodities international trading						
Prerequisites	Basic knowledge of general and agricultural economics.						
Teaching methods	Lectures, conference, case studies and studies carried out by students.						
Assessment	Individual written exam and oral presentation in English.						

Code : IM2-MI-GAAI		Institutions, Politics & Cultures (Aspects politiques et culturels de la vie internationale)					
Professor: M.Pourrias/ M.Repplinger				Begin:		End:	
Language(s): French			Semester:		Enroll. Min/Max : 15/25		Credits: 7.00
CM: 50.00	TD: 0.00	TP: 0.00	TA: 40.00	Face-à-Face: 90	ED: 20.00	EV: 10.00	Total: 130.00
Objectives	Introduction to the political and cross-cultural aspects of international relations.						
Contents	Political analysis of today's world ; geopolitics International institutions and the issues of international exchanges: Agricultural negotiations at WTO. Cross-cultural approach to international firms.						
Prerequisites	The Common Agricultural Policy, the institutions of the European Union, keeping up with international news.						
Teaching methods	Lectures, conferences, simulation of real agricultural negotiations.						
Assessment	Written exam + simulation of real negotiations						

3rd Semester – Internship + MSc Thesis or Mémoire de Fin d'Etudes (MFE)

Code : IM2-MFE-MFE		Final Thesis – 6 months (Mémoire de Fin d'Etudes)	
Professor: to be appointed on ad hoc basis		Begin: January Or June	End: July or November
Language(s): French	Semester:	Enroll. Min/Max :	Credits: 30.00
Objectives	<ul style="list-style-type: none"> - To undertake work experience, solving a problem put forward by a firm. - To be able to tackle a specific issue, while taking the scientific, technical, strategic and human aspects into account. - To define a problem. To make a diagnosis. To develop and put forward solutions. To be involved in their implementation - work placement has to provide for intercultural experience 		
Contents	<ul style="list-style-type: none"> - Insertion into a firm or organisation - Problem analysis - project management - Data analysis - synthesis - solutions for making a decision - See detailed descriptive card on MFE (final thesis) (chapter on "work placements") 		
Prerequisites	<ul style="list-style-type: none"> - Internship project has to be validated by head of master to make sure it will fulfill Master level requirement, prior to any placement - no internship contract can be issued without this preliminary validation - Project has to be written according to guidelines provided by the master programme (guidelines are available from master's assistant) 		
Teaching methods	Work placement in a firm - personal work Six months work.		
Assessment	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. 0-2 credits by oral presentation of Market Study;
- b. 0-4 credits by writing and submitting the MFE (written part/report) in English;
- c. 0-4 credits by orally presenting MFE in English; or 0-4 credits by taking TOEIC (minimum level 785), or TOEFL (minimum level 550)
- d. 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:

- e. Written test in December, and a 15 minute-oral test. The language professors 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;
- f. 0-2 credits by answering the written exam about “Institutions, politics and culture” in French;
- g. 0-4 credits by writing and submitting the MFE (written part/report) in French;
- h. 0-4 credits by orally presenting MFE in French; or
- i. 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 professors group (led by Sylvie Michaud). The language professors 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 professors 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. Cursus validation - Degree

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 three 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).

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 3 P.U. (Program Unit): MNGT1, MNGT2, DA MI. Otherwise the students must follow the course again for PU's where minimum grade has not been fulfilled (with payment accordingly).

TU OI AD1 & AD2	TU SSOL- ODIN	TU OI PM	PU MNGT1	TU ERE GBRH	TU ERE EJF	TU SEMS	PU MNGT2	TU EDI	TU MKI	TU MNI	TU PCI	PU DA MI	Report	Oral	Work plact	Thesis
4,0	4,0	4,0	12	6,0	6,0	6,0	18	8,0	8,0	7,0	7,0	30,0	10,0	10,0	10,0	30,0

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 (full semester S1 or S2, or UP 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 (2018-2019 rate)* :

- Tuition fees amount to 4 600€ / semester
- A fee of 100€ for the study trip in Netherlands (Autumn semester international market) will be charged
- An additional amount of 204€ has to be added each year for student social and medical insurances.

Tuition fees details :

Msc International Agribusiness 1 semester:

Tuition fees (year 2018-19)	4 600
+ University Medicine (2018-19)	26
+ Occupational accident insurance (2018-19)	88
+ Contribution / Health insurance (2018-19)	90
Total for 1 semester :	4 804

Msc International Agribusiness a full year (2 semesters):

Tuition fees (year 2018-19)	9 200
+ University Medicine (2018-19)	26
+ Occupational accident insurance (2018-19)	88
+ Contribution / Health insurance (2018-19)	90
Total for 1 year :	9 404

*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%;

