



SUSTAINABLE MANAGEMENT & INTERNATIONAL TRADE (SMIT)

PLUS D'INFORMATIONS :



 Rouen

 English

CONTENT & GOALS

The International trade for Ag & Food course focuses on the performance of companies in the agricultural and agri-food sector, whether national or international, SME or SMI, private or public sector.

KEY SKILLS DEVELOPED

- Analyse markets and learn to use financial instruments, control purchases and develop import/export
- Understand and organise data flows and manage a sustainable supply chain
- Design and implement a digital marketing campaign and web marketing strategy

DATES OF THE PROGRAMME

1st semester: End of August-End of January

2nd semester: End of January- Beginning of June

This programme is taught in English both during the Fall & Spring semester



PROGRAMME OVERVIEW*
FALL SEMESTER (4TH YEAR PROGRAMME – MASTER LEVEL)

MAJOR: S7 - AG & FOOD MARKETS IN THE WORLD	ECTS
UE 1 – Common courses (including: Management, risk prevention & occupational integration / economic intelligence and project management / innovation, life cycle analysis and digital culture)	5
UE 2 - Global Trade in ag/food sector (including: Analyse the fundamentals of soft commodity markets / Serious Game «Business and international trade» / Managing price risk in agriculture and using futures markets and options / Geopolitics and international issues / Economic forecasting methods in agriculture / Business Eye - discovering and analysing international trade in Agri-Food business)	7
UE 3 - Agri Food Business (including: procurement management and sourcing: systems and methods / operation and practice of international trade / international business development strategy / Managing risks in agriculture / Business Eye - discovering and analysing the Agri-Food Business / Negotiation and sales force)	7
UE 4 - Project (including: collection and analysis of qualitative data / introduction to entrepreneurship / methodology of market analysis / coaching in project management)	5
UE 5 - Minor - Supply chain management OR UE 5 - Minor - Data architecture OR UE 5 - Minor - Bioeconomy and social issues OR UE 5 - Minor - French as second language	3
UE 6 - Minor - Study Trip OR UE 6 - Minor - New trends in consumer behavior OR UE 6 - Minor - Business intelligence	3

PROGRAMME OVERVIEW*
SPRING SEMESTER (4TH YEAR PROGRAMME – MASTER LEVEL)

MAJOR: MANAGEMENT AND SUPPLY CHAIN	ECTS
UE 1 – Common courses (including: Management, risk prevention & occupational integration / Projects, business plan and information systems / Specific common core)	4
UE 2 - Sustainable Supply Chain (including: Data in all its forms / Big Data Ecosystem / Econometry / Data Enhancement & visualization)	5
UE 3 - Data for manager & e-transformation (including: Fundamentals of the Sustainable Supply Chain / Supply chain sustainability and performance indicators / Applied management of supply Chains in Ag&food sector)	5
UE 4 - Project	4
UE 5 - Minor - IoT Robotics	3
UE 6 - Minor - Study Trip	3
UE 8 - To build and to project yourself for a sustainable world	6