

# International management

EM054M2U

## Semestre

B

## Discipline

Strategy

## Volume horaire

27 H

## Nombre de places

45

## Ouvert aux visiteurs

Oui

## Langue

EN

## Responsable

Jean Philippe BERQUE



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## Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Jean Philippe BERQUE	<a href="mailto:jean-philippe.berque@em-strasbourg.eu">jean-philippe.berque@em-strasbourg.eu</a>	27 h

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**Contribution pédagogique du cours au programme**

Aucune contribution pédagogique associé à ce cours pour ce programme.

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## **Descriptif**

Combining real-life examples and practical experience, this course will provide the essential keys for those who want to develop their international career and understand the managerial techniques and collaborative approaches needed to work effectively.

The course will be delivered in a blended learning format with face-to-face and distance learning. It will draw on real-life international experiences. Students will be placed in contextualized situations such as those they will face in their day-to-day international work, to enable them to take effective and relevant initiatives from the very first months of their international job: knowing how to manage fears, emotions, relationships, conflicts, decision-making, assertive communication, empowerment and innovation.

This training program has been developed as part of an international professional development training program.

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## **Organisation pédagogique**

### **Face-to-face**

- Lectures
- Tutorials
- E-learning

### **In group**

- Exercises
- Oral presentations
- Case studies/texts

### **Interaction**

- Discussions/debates
- Games (educational, role play, simulation)

### **Others**

Aucun élément de cette liste n'a été coché.

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## **Objectifs pédagogiques**

## **Cognitive domain**

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 4) optimize business projects with international teams and integrate different cultural perspectives
  - - (niv. 5) support empowerment and collaborative work with international teams
  - - (niv. 5) determine the best courses of action
  - - (niv. 6) develop appropriate communication styles in meetings, presentation, projects and negotiations
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## **Affective domain**

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

Aucun affective domain n'a pour le moment été associé à ce cours.

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## **Objectifs de développement durable abordés**

Aucun objectif de développement durable n'a été coché.

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## **Plan / Sommaire**

Session 1 - Understand the "rules and codes" of an international environment.

Session 2 - Build cross-cultural networks to develop a culture of trust (key roles of a mentor).

Session 3 - Adopt flexible communication to read people and situations (soft skills for international managers).

Session 4 - Empower multinational teams to bring diverse people on board with your projects.

Session 5 - Use collaborative tools to innovate.

Session 6 - Sharpen techniques of negotiation to resolve cross-cultural conflicts and get win-win situations.

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## **Prérequis nécessaires**

### **Connaissances en / Notions clés à maîtriser**

Knowledge:

Basic knowledge of international management

Key concepts to master:

An interest in Cross cultural Management

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## Supports pédagogiques

### Mandatory tools for the course

- Computer
- Reference manuals

### Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets
- Syllabus

### Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments
- Coaching/mentoring

### Software

- Pack Office (Word, Excel, PowerPoint, Access)

### Additional electronic platforms

Aucun élément de cette liste n'a été coché.

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## Bibliographie recommandée

### Ouvrages principaux

Major works:

Jean-Philippe BERQUE - 30 years of experience in international management including years of working as an expatriate. A career marked by the diversity of skills and experience. Serving in international organizations as coordinator and chief of staff (NATO - UNO - Embassies), in companies as a global manager, and then as a trainer and consultant in the private sector (UBISOFT branch, AFETI,...).

JEAN-PHILIPPE, International management " 8 keys to success", (to be published in September 2023).

OLIVIER MEIER, Management interculturel, Dunod.

NATHALIE PRIME, J.C. USUNIER, International Marketing, Pearson. (Chapter on international management)

ROGER FISHER & WILLIAM URY, Getting to Yes, Negotiating an agreement without giving in, RH Business books.

PHILIPPE ROSINSKY, Coaching across Cultures, International Management, Nicholas Brealey.

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### Littérature complémentaire

JEREMY COMFORT & PETER FRANKLIN (2011), The Mindful International Manager, Kogan.

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## Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...  
International management handbook.  
Customized case studies

## Modalités d'évaluation

### Liste des modalités d'évaluation

#### **Evaluation intermédiaire / contrôle continu 1** Séance n° 7 and 9

Ecrite et orale (60 min) / en groupe / Anglais / pondération : 40 %

Précisions : 2 workshops in English

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.2-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO3.2-PGE

#### **Evaluation finale** Autre (date, contrôle surprise...) : Exam week

Ecrite (120 min) / individuelle / Anglais / pondération : 60 %

Précisions : MCQ, questions on the course and a case study (final exam in English)

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.2-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO3.2-PGE, ILO4.1-PGE