

International Strategy

EM09HM11B1

Programme

PGE
PGE4 FI

UE

International Strategy

Semestre

B

Discipline

Strategy

Volume horaire

27 H

Nombre de places

45

Ouvert aux visitants

Oui

Langue

EN

Responsable

Jean Philippe BERQUE



Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Jean Philippe BERQUE	jean-philippe.berque@em-strasbourg.eu	27 h

Contribution pédagogique du cours au programme

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Recommend decision making by taking a critical approach to driving change in organizations

Effectively argue his ideas orally and in writing with a professional posture

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

Co-creating responsible management in one's professional practice

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Descriptif

This course is an introduction to international strategy within a practical and innovative framework.

It combines concepts and techniques of strategy development and execution, namely;

1. Students develop and implement strategic planning and thinking, contributing to the achievement of their international business goals and adding value to their potential customers.
2. The course focuses on international strategies, with a particular emphasis on which countries to compete in, which sectors to enter and how to organize a business.
3. It provides a business strategy to anticipate market trends and determine competitive advantage.
4. It guides future managers in the strategic decisions they will make to best adapt their international business.

Organisation pédagogique

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

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

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

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

- - (niv. 4) optimize tools for external and internal analysis
 - - (niv. 4) prioritize recommendations
 - - (niv. 5) determine relative market share and market growth
 - - (niv. 6) develop a strategic diagnosis
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Affective domain

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

- - (niv. 4) weigh internal factors against external factors
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Objectifs de développement durable abordés

ODD n°3 - Good health and well-being
ODD n°4 - Quality education
ODD n°7 - Affordable and clean energy
ODD n°8 - Decent work and economic growth
ODD n°9 - Industry, innovation and infrastructure
ODD n°12 - Responsible consumption and production
ODD n°13 - Climate action
ODD n°16 - Peace, justice and strong institutions
ODD n°17 - Partnerships for the goals

Plan / Sommaire

- 1) Understanding strategic principles
 - The main approaches to strategy
 - Key factors of success
- 2) Understanding your future market (SWOT)
 - Using the Market Analysis Model for external analysis

3) Identifying your business core competencies

- Using the Company Business Model for internal analysis

4) Formulating international strategies

- Global integration and local responsiveness (Internationalization, Standardization, Differentiation, and Specialization)
- Defining relative market share & competitive edge

5) Implementing successful strategy

- leading the implementation of a strategy
 - Leading the implementation of the strategy
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Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

- Essentials of international marketing
 - Basic theory of international business
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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
- Guide

Moodle platform

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

Software

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

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

- JP BERQUE is an executive, consultant and trainer in strategy, leadership and international management with 30 years of international professional experience in global organizations (such as NATO, UN, embassies), international companies, and consulting firms.

- Graduate of EM business school, Ecole Pratique des Hautes Etudes, Sorbonne University and INALCO.

Website : jpbmanagement.com

JP BERQUE, International strategy handbook (reference manual provided in class).

Harvard Business School, Strategy (create and implement the best strategy for your business)

Harvard Business Review, Le must de la stratégie, les meilleurs spécialistes de la question

Pearson ed., B. Demil, X. LECOCQ and V. WARNIER, Strategy et Business models

M.A HITT, R. D. IRELAND & R.E. HOSKISSON, Strategic management (competitiveness and globalization)

Gary BURNISON, International marketing and international strategy

J.P. BERQUE, International Management, (ELLIPSES Edition, published in September 2023)

Littérature complémentaire

M. E. PORTER, Competitive Strategy

Pearson ed., PRIME & USUNIER, No fear of failure, Real stories of how leaders deal with Risk and Change

H. COUTAU-BEGARIE, traité de stratégie. (directeur de la revue stratégique et président de la stratégie comparée)

M. GERVAIS, stratégie de l'entreprise

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...

Reference manual (customized textbook)

Case studies

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1Séance n° 8

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

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

Evaluation finaleAutre (date, contrôle surprise...) : Exam week

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

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

