

# International Strategy gr1

EM1F4M3AA11

## Programme

PGE  
visitors

## UE

International Strategy

## Semestre

A

## Discipline

Strategy

## Volume horaire

27 H

## Nombre de places

45

## Ouvert aux visitants

Oui

## Langue

EN

## Responsable

Jean Philippe BERQUE



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## Liste des intervenants

<b>Intervenant(s)</b>	<b>Email</b>	<b>Volume horaire CM</b>
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**

## **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"

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## **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.

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## **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.

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## **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°4 - Quality education

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## **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.

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## 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 meilleures 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, (published in September 2024)

### 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 1** Séance 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 finale** Autre (date, contrôle surprise...) : December 6

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