

# International Strategy Gr.3

**EM1F4M3AA3**

## Program

**PGE**  
Visitants

## UE

International Strategy

## Semester

A

## Discipline

Strategy

## Contact hours

**27 H**

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator



Jean Philippe BERQUE

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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
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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### **Pedagogical contribution of the course to the program**

**No educational contribution associated with this course for this program.**

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## Description

An introductory course in international strategy in a practical and innovative setting.

This course combines concepts and techniques for crafting and executing strategy. Students develop and implement strategic planning and thinking, contributing to the achievement of their international business objectives as well as adding value for their future customers.

This course focuses on international strategies, and more particularly in which countries to compete, where to locate activities, and how to organize your business. It will make your business strategy anticipative to predict the market trend, and determine your competitive edge. This course offers a guide to help future managers navigate the strategic decisions they will make abroad in order to best fit their international business.

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## Teaching methods

### Face-to-face

- Lectures
- Tutorials

### In group

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

### Interaction

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

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** a business strategy (vision, mission and values)
- - (level 2) **Picture graphically** a strategic diagnosis
- - (level 3) **Determine** your relative market share and market growth
- - (level 4) **Optimize** your tools for external and internal analysis
- - (level 5) **Develop** your business plan (executive summary) and SMART decision-making for your international strategy

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## **Affective domain**

Upon completion of this course, students should be able to

- - (level 5) **Revise** your strategic plan to achieve your business objectives

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## **Outline**

1) Understanding strategic principles

- The main approaches to strategic concepts
- Key factors of success

2) Understanding your future market

- Using the MAM for external analysis (SWOT)

3) Identifying your business core competencies

- Using the CBM for internal analysis (SWOT)

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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## **No prerequisite has been provided**

### **Knowledge in / Key concepts to master**

- Essentials of international marketing
- Basic theory of international business

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## **Teaching material**

### **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

**No items in this list have been checked.**

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## **Recommended reading**

Main reading material

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

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

Website : [jpbmanagement.com](http://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, (to be published soon)

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Additional literature

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

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## EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Reference manual (customized textbook)

Case studies

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1** Class no. Session 8

Written and oral (30 Min.) / Group / English / Weight : 50 %

**Details :** Case study and oral presentation

**Final evaluation** Exam week

Written (120 Min.) / Individual / English / Weight : 50 %

**Details :** A three-part examination: MCQ, course questions and a case study