

EM1F5M26A1

Program

PGE
PGE 3A - International and European Business (IEB)

UE

International skills and competences

Semester

A

Discipline

Strategy

Contact hours

20 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Stéphano VACHER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
José Luis VALLEJO GARCIA	jose.vallejo@em-strasbourg.eu	10 h
Stéphano VACHER	stephano.vacher@em-strasbourg.eu	10 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

Description

This course is designed to provide an advanced overview of managerial issues in an international context.

The course is constituted of 5 modules:

- Strategy and Organization in the International Firm
- Global Market Opportunity Assessment
- Globalization of Markets and the Internationalization of the Firm
- Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business
- FSAs and host country location factors (Verbeke, Ch 1: 13-34, 52-58)

Students will learn major organisational structures and understand how to coordinate organisational and product-related decisions.

Students will learn how to adapt the offer to different international market and how to reconcile all constraints in a sole product plan.

In addition, the international product management course is designed to "open your eyes" to the implications of marketing decisions and to give students new angles to approach international markets management.

Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Oral presentations
- Projects

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** international organization structures.
 - - (level 1) **Identify** the complexity of organizational decisions in an international context.
 - - (level 2) **Discuss** concepts, tools and frameworks necessary to recognize, analyze and manage international marketing variables and main issues, locally and globally.
 - - (level 2) **discuss** and be aware of the cultural differences including values, beliefs, attitudes and norms that lead to different behaviours in the business world
 - - (level 3) **Illustrate** the vital role marketing plays in international strategic choices and how market-driven policies may allow these companies to develop or create a lasting competitive advantage, worldwide.
 - - (level 4) **analyze** the importance of being able to participate and lead multicultural teams in an efficient and effective manner by maximizing success, limiting frustrations and creating competitive advantage
 - - (level 5) **Develop** a customer data analysis for a continuous assessment of international strategy.
 - - (level 6) **Evaluate** the customer experience and the adequacy of international product strategy.
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Affective domain

Upon completion of this course, students should be able to

- - (level 3) **explain** which international management skills are most required for managers to be effective working in culturally diverse environments
 - - (level 5) **exemplify** an international perspective, an imperative in the 21st century business world. Special focus on negotiations and working in teams
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Outline

Strategy and Organization in the International Firm (4h)

Global Market Opportunity Assessment (4h)

Globalization of Markets and the Internationalization of the Firm (4h)

Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business (4h)

FSAs and host country location factors (Verbeke, Ch 1: 13-34, 52-58) (4h)

No prerequisite has been provided

Knowledge in / Key concepts to master

Basics in Strategy for module 1

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

- Photocopies

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

"International Business" (2005) Czinkota, Michael R., Ronkainen, Ilkka A., Moffet, Michael H. - Thomson

"International Business: The New Realities" (2017) Cavusgil, S. Tamer ; Knight, Gary ; Riesenberger, John.- Pearson

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered
No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Last class

Written and oral (20 Min.) / Group / English / Weight : 50 %

Details : Group project on international strategic analysis

This evaluation is used to measure L01.1, L01.2, L02.1, L02.2, L04.2

Intermediate assessment / continuous assessment 2 Class no. course 3 or 4 (October)

Written (20 Min.) / Individual / English / Weight : 50 %

Details : Quiz on IBS

This evaluation is used to measure L01.1, L01.2, L04.2