

International Strategy

EM1F4M3A2

Program

PGE

PGE 2A - International and European Business

UE

International Strategy

Semester

A

Discipline

Strategy

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator



Jean Philippe BERQUE

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Jean Philippe BERQUE	jean-philippe.berque@em-strasbourg.eu	27 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.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

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.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

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

Students will demonstrate written and oral competency in two foreign languages.

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

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.

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.

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

No prerequisite has been provided

Knowledge in / Key concepts to master

- Essentials of international marketing
- Basic theory of international business

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.

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
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)

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

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

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

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.3, L03.1, L04.1, L04.2

Final evaluation Exam week

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

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

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L03.1, L04.2