

International management

EM054M2UB1

Program

PGE
PGE 2A - SUPPLY CHAIN MANAGEMENT

UE

International management

Semester

B

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

This course provides students with the managerial techniques and collaborative approaches necessary to work effectively in an international organization.

The course focuses on demonstrating to future managers of international teams how cultural differences affect management styles and how they can integrate different cultural perspectives to manage projects with multinational teams.

This course will be delivered in a blended learning format with face-to-face and distance learning. It will relate real-world international experiences. Students will be placed in contextualized situations such as those they will face in their daily work to enable them to take smart and relevant initiatives in the first months of their international assignment (decision-making processes, cross-cultural networking, flexible communication, empowerment, innovation and conflict management).

This training program was developed within the framework of the Professional Development International Training Programme and has been successfully implemented in international organizations.

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning

In group

- Exercises
- Oral presentations

- 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** the features of an international environment (the notion of complexity, diversity and consensus)
 - - (level 1) **Recognize** the features of an international environment (the notion of complexity, diversity and consensus)
 - - (level 3) **Use** flexible and effective communication in meetings, presentation, projects and negotiations
 - - (level 3) **Predict** and resolve cross-cultural conflicts in negotiation
 - - (level 4) **Analyze** business projects with international teams and integrate different cultural perspectives
 - - (level 5) **Develop** empowerment and collaborative work with international teams
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

Session 1 - Understand the features of an international environment.

Session 2 - Learn the "rules and codes".

Session 3 - Build cross-cultural networks to develop a culture of trust (the key role of a mentor).

Session 4 - Adopt flexible communication to read people and situations (techniques for international managers).

Session 5 - Empower multinational teams to bring diverse people on board with your projects.

Session 6 - Use collaborative tools with your multinational teams.

Session 7 - Sharpen techniques of negotiation to resolve cross-cultural conflicts and get positive results.

No prerequisite has been provided

Knowledge in / Key concepts to master

Knowledge:

Basic knowledge of international management

Key concepts to master:

An interest in Cross cultural Management

Teaching material

Mandatory tools for the course

- Computer
- Reference manuals

Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets

Moodle platform

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

Software

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

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Major works:

Jean-Philippe BERQUE - 30 years of experience in international management including years of working as an expatriate. A career marked by the diversity of skills and experience. Serving in international organizations as coordinator or chief of staff (NATO - UNO - Embassies), and then as a global manager and trainer in the private sector

(UBISOFT branch, AFETI, FORM@PERF...).

JEAN-PHILIPPE, International management, (to be published in 2022).

OLIVIER MEIER, Management interculturel, Dunod.

NATHALIE PRIME, J.C. USUNIER, International Marketing, Pearson. (Chapter on international management)

ROGER FISHER & WILLIAM URY, Getting to Yes, Negotiating an agreement without giving in, RH Business books.

PHILIPPE ROSINSKY, Coaching across Cultures, International Management, Nicholas Brealey.

Additional literature

JEREMY COMFORT & PETER FRANKLIN (2011), The Mindful International Manager, Kogan.

EM Research: Be sure to mobilize at least one resource

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

International management handbook.

Customized case studies

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 8 sessions

Written and oral (30 Min.) / Group / English / Weight : 40 %

Details : 2 workshops in English

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

Final evaluation Other (date, pop quiz, etc.) : Exam week

Written (120 Min.) / Individual / English / Weight : 60 %

Details : MCQ, questions on the course and a case study (final exam in English)

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