

International business expertise

EM1F5M26A1

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

No educational contribution associated with this course for this program.

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 5) justify the company's strategic positioning in an international context.
 - - (level 6) Evaluate the customer experience and the adequacy of international product strategy.
 - - (level 6) combine information gathered to provide a reliable analysis, facilitating managerial decision-making
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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 3) share share information with team members to provide a collegial response to the situation encountered
 - - (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 (2h)

Global Market Opportunity Assessment (2h)

Globalization of Markets and the Internationalization of the Firm (2h)

Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business (2h)

FSAs and host country location factors (Verbeke, Ch 1: 13-34, 52-58) (2h)

No prerequisite has been provided

Knowledge in / Key concepts to master

Basics in Strategy for module 1

Teaching material

Mandatory tools for the course

- Computer
- Other :

Documents in all formats

- Photocopies
- Case studies/texts
- Syllabus

Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments
- Other : paper

Software

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

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

Verbeke, A. (2013). International business strategy. Cambridge university press.

Additional literature

Reviews of recent academic articles on IBS

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 LO1.1, LO1.2, LO2.1, LO2.2, LO4.2

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 LO1.1, LO1.2, LO4.2