

International management

EM054M2U

Program

PGE
PGE 2A - FINANCE - COMPTABILITE

UE

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

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Design solutions adapted to organizational problems by applying relevant methodologies

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Description

Combining real-life examples and practical experience, this course will provide the essential keys for those who want to develop their international career and understand the managerial techniques and collaborative approaches needed to work effectively.

The course will be delivered in a blended learning format with face-to-face and distance learning. It will draw on real-life international experiences. Students will be placed in contextualized situations such as those they will face in their day-to-day international work, to enable them to take effective and relevant initiatives from the very first months of their international job: knowing how to manage fears, emotions, relationships, conflicts, decision-making, assertive communication, empowerment and innovation.

This training program has been developed as part of an international professional development training program.

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 4) **optimize** business projects with international teams and integrate different cultural perspectives
 - - (level 5) **support** empowerment and collaborative work with international teams
 - - (level 5) **determine** the best courses of action
 - - (level 6) **develop** appropriate communication styles in meetings, presentation, projects and negotiations
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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 "rules and codes" of an international environment.
 - Session 2 - Build cross-cultural networks to develop a culture of trust (key roles of a mentor).
 - Session 3 - Adopt flexible communication to read people and situations (soft skills for international managers).
 - Session 4 - Empower multinational teams to bring diverse people on board with your projects.
 - Session 5 - Use collaborative tools to innovate.
 - Session 6 - Sharpen techniques of negotiation to resolve cross-cultural conflicts and get win-win situations.
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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
- Syllabus

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 and chief of staff (NATO - UNO - Embassies), in companies as a global manager, and then as a trainer and consultant in the private sector (UBISOFT branch, AFETI,...).

JEAN-PHILIPPE, International management " 8 keys to success", (to be published in September 2023).

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. 7 and 9

Written and oral (60 Min.) / Group / English / Weight : 40 %

Details : 2 workshops in English

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO3.2-PGE

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 ILO1.1-PGE, ILO1.2-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO3.2-PGE, ILO4.1-PGE