

International Strategy

EM1F4M3A1

Semester

A

Discipline

Strategy

Contact hours

27 H

Number of spots

45

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

No educational contribution associated with this course for this program.

Description

This course is an introduction to international strategy within a practical and innovative framework.

It combines concepts and techniques of strategy development and execution, namely;

1. Students develop and implement strategic planning and thinking, contributing to the achievement of their international business goals and adding value to their potential customers.
2. The course focuses on international strategies, with a particular emphasis on which countries to compete in, which sectors to enter and how to organize a business.
3. It provides a business strategy to anticipate market trends and determine competitive advantage.
4. It guides future managers in the strategic decisions they will make to best adapt 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 4) **optimize** tools for external and internal analysis
 - - (level 4) **prioritize** recommendations
 - - (level 5) **determine** relative market share and market growth
 - - (level 6) **develop** a strategic diagnosis
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Affective domain

Upon completion of this course, students should be able to

- - (level 4) **weigh** internal factors against external factors
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Outline

1) Understanding strategic principles

- The main approaches to strategic concepts
- Key factors of success

2) Understanding your future market (SWOT)

- Using the MAM for external analysis

3) Identifying your business core competencies

- Using the CBM for internal analysis

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
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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 (such as NATO, UN, embassies), international companies, and consulting firms.
- 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 meilleures 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 in September 2023)

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. 8

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

This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

Final evaluation Exam week

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

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE