

International Strategy

EM1F4M3A1

Semestre

A

Discipline

Strategy

Volume horaire

27 H

Nombre de places

45

Ouvert aux visiteurs

Oui

Langue

EN

Responsable

Jean Philippe BERQUE



Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Jean Philippe BERQUE	jean-philippe.berque@em-strasbourg.eu	27 h

Contribution pédagogique du cours au programme

Aucune contribution pédagogique associé à ce cours pour ce programme.

Descriptif

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.
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Organisation pédagogique

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates
- Games (educational, role play, simulation)

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 4) optimize tools for external and internal analysis
- - (niv. 4) prioritize recommendations

- - (niv. 5) determine relative market share and market growth
 - - (niv. 6) develop a strategic diagnosis
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Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 4) weigh internal factors against external factors
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Objectifs de développement durable abordés

Aucun objectif de développement durable n'a été coché.

Plan / Sommaire

- 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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Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

- Essentials of international marketing
- Basic theory of international business

Supports pédagogiques

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

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

- 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 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 in September 2023)

Littérature complémentaire

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

Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...

Reference manual (customized textbook)

Case studies

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1Séance n° 8

Ecrite et orale (60 min) / en groupe / Anglais / pondération : 40 %

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

Evaluation finaleSemaine d'examens

Ecrite (120 min) / individuelle / Anglais / pondération : 60 %

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE