

Strategic analysis and international development

Composante
Institut d'Administration des Entreprises (IAE)

Volume horaire
18h

En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Méthodes d'enseignement:** En présence
- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Oui

Présentation

Description

This course presents the dynamics of economic globalization, the main analytical tools for studying foreign markets and strategy options to develop operations at the international level. It uses a triangular analytical framework, "environment – strategy – organization", for understanding the many interactions business people have to manage.

Hand-outs and case studies are given to the students.

Course prerequisites

Basic notions in Strategy and Marketing

Heures d'enseignement

Strategic analysis and international development - CM

CM

18h

Programme détaillé

INTRODUCTION: A TRIANGULAR FRAMEWORK (ESO)

CHAP. 1: MARKET GLOBALIZATION

I- Meaning

II- Drivers

CHAP. 2: STRATEGY PREPARATION

I- International political risks analysis

II- Competitive risks analysis

CHAP. 3: BASIC STRATEGIC OPTIONS

I- Strategic segmentation

II- Generic strategies

III- Market growth strategies

IV- Cooperation strategies

CHAP. 4: INTERNATIONALIZATION PROCESS

I- Market entry modes

II- Development modes (global/local dilemma)

III- Internationalization strategies

CONCLUSION: EVALUATING A COMPANY'S MARKET POTENTIAL

Compétences visées

International market analysis.

Company's market potential evaluation.

Bibliographie

BARTLETT C., GHOSHAL S., BEAMISH P., *Transnational Management: Text, Cases, and Readings in Cross Border Management*, 6th edition, McGraw-Hill, Boston, 2010.

MILLIOT E., TOURNOIS N. (ed.), *The Paradoxes of Globalisation*, Palgrave Macmillan, London and New York, 2010.

PORTRER M. (ed.), *Competition in Global Industries*, Harvard Business School Press, Boston, 1986.

USUNIER J.C., LEE J., *Marketing Across Cultures*, 5th edition, Prentice Hall, London, 2009.

YIP G., HULT T., *Total Global Strategy*, 3rd edition, Pearson, Boston, 2012.

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preprint repositories and universities, as well as scholarly articles available across the web." Many international affairs sources are included (U.S.A.)World Press Review-- From the Stanley Foundation, a monthly English-language digest of international press coverage around the world, covering periodicals in over 20 languages (U.S.A.).YaleGlobal Online-- This comprehensive and searchable web journal from the Yale University Center for the Study of Globalization features many articles, lectures, news items, and links about globalization in its diverse aspects and effects (U.S.A.).

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