

Corporate Strategy - Internationalisation

Niveau d'étude
Bac +5

Composante
**Institut d'Administration
des Entreprises (IAE)**

Période de l'année
Semestre 9

En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Ouvert aux étudiants en échange:** Oui
- # **Référentiel ERASMUS:** Gestion et administration

Présentation

Description

This full-English course takes place in the continuity of the Master 1.
As the later focuses on diagnosing the organisation,
here students are invited to broaden their corporate scope through internationalisation.
This is the reason why, as of now, both courses will be identified as
Corporate Strategy - Diagnosis in Master 1 and Corporate Strategy - Internationalisation in Master 2.
Assessment remains both oral and written-based.
Teamwork is a plus but not mandatory.

Heures d'enseignement

CM	CM	18h
TD	TD	6h

Pré-requis obligatoires

Strategy course M1 level

Programme détaillé

REVIEW: Strategic Action Fields; Key Success Factors; Competitive Advantage(s); Unique Selling Propositions; 5 Forces; Mapping; Value Chain; Life Cycles; BCG1; ADL.

CORE CONTENT: Why Go Abroad; Only the Paranoid Survive; Positioning; Marketing; Cultural Dynamics; Planning; Pricing for International Markets; International Blunders; Cooperation Strategies; Crises Management; Conclusion.

Compétences visées

Once the course is over, students understand the various levers leading to rationalised internationalisation, argued withdrawal and valued presentation of results.

Bibliographie

Verbeke, A., & Lee, Ian (2021). International Business Strategy: Rethinking the Foundations of Global Corporate Success. Cambridge University Press.

Infos pratiques

Lieu(x)

Poitiers-Centre Ville