

Strategic analysis and international development

#	Composante	#	Volume horaire
	Institut		18.0
	d'Administration		
	des Entreprises		
	(IAE)		

En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Méthode 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
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Syllabus

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.

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

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

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

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