

**Information** : Ce plan de cours est celui du cours [EM054M3AA1](#).

## International Strategy gr.3 (EM054M3AA3)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :International Strategy : 5 ECTS.</b> <ul style="list-style-type: none"><li>• Visitants</li></ul>
Discipline	Strategy
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

### Coordinator

Jean Philippe BERQUE

### Lecturers

Instructor	Population	Email
Jean Philippe BERQUE	Population	jean-philippe.berque@em-strasbourg.eu

### Course format

Working language :	Français
Volume of contact hours :	h
Workload to be expected by the student :	108 h

### Course track

Track : Autonomous

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at

lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

## Contribution of the course to the educational objectives of the programme

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How the course contributes to the programme :

### Description

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### Educational organisation

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In class

**Lectures**

**Tutoring**

In groups

**Exercises**

**Projects**

**Case studies/texts**

**Oral presentations**

Interaction

**Games (educational, role play, simulation)**

**Discussions / debates**

**Accounts**

### Learning outcomes

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Upon completion of this course, students should be able to :

- **Définir** Define a business strategy (vision, mission and values)
- **Prévoir** Plan a strategic diagnosis
- **Utiliser** Practise strategic tools for external and internal analysis
- **Analyser** Analyse and determine your relative market share and market growth
- **Développer** Develop your business plan and SMART decision-making tool
- **Évaluer** Evaluate a strategic plan to achieve your business objectives
- **Revise** your strategy

### Outline

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### Prerequisites

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Key concepts to understand :

## Teaching material

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### Documents in all formats

- Syllabus
- Guide
- Case studies

### Software

- Office Pack (Word, Excel, PowerPoint, Access)
- Keynote

## Recommended reading

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### Major works :

J.P BERQUE is a business executive, consultant and trainer in international strategy and management (30 years of international professional experience in various administrations (NATO, UNO embassy) and the private sector (companies and consulting agencies).

A graduate from EM business school Strasbourg, Ecole pratique des hautes études, Sorbonne and INALCO.

HARVARD BUSINESS ESSENTIALS, (Harvard Business School), strategy.

HARVARD BUSINESS REVIEW, le must de la stratégie. (les meilleures spécialistes de la question).

PEARSON, Stratégie et Business models.

Gary BURNISON, no fear of failure, Real stories of how leaders deal with Risk and Change.

PEARSON, PRIME & USUNIER, International marketing & international strategy.

M. E. PORTER, Competitive Strategy.

J.P. BERQUE, Reference Manual.

### Further reading :

H. COUTAU-BEGARIE, traité de stratégie. (directeur de la revue stratégique et président de la stratégie comparée)

M. GERVAIS, stratégie de l'entreprise.

### Research works by EM Strasbourg :

J.P. BERQUE, Global Business Efficiency - (to be published in 2019): Reference manual

Case study

## Assessment

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### Intermediate evaluation / continuous assessment 1 : 2 sessions

written + oral / in group / Français / weighting : 30%

additional information : In class-participation and workshops

**This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.2, LO2.3, LO3.1, LO4.2**

### Final assessment : last session

written / individual / Français / weighting : 70%

additional information : 3 parts: MCQ, Questions on the course and a Case-study

**This evaluation serves to measure LO1.3, LO2.2, LO3.1, LO4.2**

## Grounds for expulsion from classes

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.