

# International Strategy (EM054M3AB1)

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

## Coordinator

## Lecturers

Aucun intervenant pour ce cours

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

**"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

How the course contributes to the programme :

## Description

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This is an introductory course to international strategy in a practical and innovative course. It combines concepts and techniques for crafting and executing strategy. Students develop and implement strategic planning and thinking, contributing to the achievement of their international business objectives as well as adding value for their future customers.

This course focuses on international strategies, and more particularly in which countries to compete, where to locate activities, and how to organise your business.

- It makes your business strategy anticipative to predict the market trend and determine your competitive edge.
- It offers a guide to help future managers navigate the strategic decisions they will make abroad in order to best fit their international business.

## Educational organisation

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## Learning outcomes

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## Outline

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### 1) Understanding strategic principles

- The main approaches to strategic concepts (vision, mission and values).
- Key factors of success (ACI - Anticipation, cooperation and Innovation).

### 2) Understanding your future market

- Developing a strategic diagnosis.
- Using strategic tools for external analysis.

### 3) Identifying your business core competencies

- Using strategic tools for internal analysis.
- Strategic segmentation.

### 4) Formulating international strategies (The strategy that best fits your business).

- Market entry through diversification, differentiation, specialisation.
- Defining relative market share and competitive edge, (Example of the Blue Ocean Strategy).

### 5) Implementing successful strategy

- Setting up a strategic plan to achieve your future business objectives
- Using decision-making tools for international leadership, (Example of the Blue Ocean leadership).

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

international marketing basic principles

International business basic theory

This course will be taught in English.

## Teaching material

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## Recommended reading

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**Major works :**

**Further reading :**

**Research works by EM Strasbourg :**

## **Assessment**

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### **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.