

International business expertise (EM1F5M26A1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :International skills and competences : 9 ECTS. <ul style="list-style-type: none">● PGE 3A - International and European Business (IEB)
Discipline	Strategy
Year	2019
Semester	A
Open for visitors	yes (3 ECTS)
Available places	30

Coordinator

Babak MEHMANPAZIR

Coordinator

José Luis VALLEJO GARCIA

Lecturers

Instructor	Population	Email
Babak MEHMANPAZIR	Population	babak.mehmanpazir@em-strasbourg.eu
José Luis VALLEJO GARCIA	Population	jose.vallejo@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	20 h
Workload to be expected by the student :	60 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

This course is designed to provide an advanced overview of managerial issues in an international context.

The course is constituted of 4 modules:

- International strategy
- International product management
- Customer experience
- Data-driven marketing

Students will learn major organisational structures and understand how to coordinate organisational and product-related decisions.

Students will learn how to adapt the offer to different international market and how to reconcile all constraints in a sole product plan.

Student will understand the importance of the overall customer experience and will analyze how to get crucial insights from customer data.

In addition, the international product management course is designed to "open your eyes" to the implications of marketing decisions and to give students new angles to approach international markets management.

Educational organisation

In class

Lectures

Tutorials

In groups

Projects

Interaction

Discussions / debates

Learning outcomes

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

- **Define** international organization structures.
- **Identify** the complexity of organizational decisions in an international context.
- **Discuss** concepts, tools and frameworks necessary to recognize, analyze and manage international marketing variables and main issues, locally and globally.
- **Illustrate** the vital role marketing plays in international strategic choices and how market-driven policies may allow these companies to develop or create a lasting competitive advantage, worldwide.
- **Develop** a customer data analysis for a continuous assessment of international strategy.
- **Evaluate** the customer experience and the adequacy of international product strategy.

Outline

Module 1: International strategy (8h)

Module 2: International product management (4h)

– How to create an offer aligned with international markets?

1. Understanding the impact of international presence on Product Management
2. Experimenting how to define a global offer strategy with multiple international markets

-- How to extend market to a new country or region?

1. Experimenting the trends to target the most adapted region
2. Understand how to reconcile new market requirements with existing offer

Module 3: Customer experience and centricity

Module 4: Data-driven marketing

Prerequisites

Key concepts to understand :

Knowledge of :

Basics in Strategy for module 1

Teaching material

Documents in all formats

- Transparencies in paper format

Recommended reading

Major works :

"International Business" (2005) Czinkota, Michael R., Ronkainen, Ilkka A., Moffet, Michael H. - Thomson

"International Business: The New Realities" (2017) Cavusgil, S. Tamer ; Knight, Gary ; Riesenberger, John.- Pearson

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

written / individual / English / weighting : 40%

additional information : Quiz on international strategy

This evaluation serves to measure LO1.1, LO1.2, LO4.2

Intermediate evaluation / continuous assessment 2 :

written + oral / in group / English / weighting : 20%

additional information : Group project on customer data analysis

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

Intermediate evaluation / continuous assessment 3 :

written / individual / English / weighting : 20%

additional information : Quiz on product management

This evaluation serves to measure LO1.1, LO1.2, LO4.2

Intermediate evaluation / continuous assessment 4 :
written / individual / English / weighting : 20%
additional information : Quiz on customer experience and centricity
This evaluation serves to measure LO1.1, LO1.2, LO4.2

Grounds for expulsion from classes

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.