

## International business expertise (EM1F5M26A2)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :International skills and competences : 9 ECTS.</b> ● PGE 3A - International and European Business (IEB)
Discipline	Strategy
Year	2020
Semester	A
Open for visitors	no
Available spots	45

### Coordinator

**Babak MEHMANPAZIR**

### Lecturers

Instructor	Population	Email
<b>Babak MEHMANPAZIR</b>	Population	<a href="mailto:babak.mehmanpazir@em-strasbourg.eu">babak.mehmanpazir@em-strasbourg.eu</a>
<b>José Luis VALLEJO GARCIA</b>	Population	<a href="mailto:jose.vallejo@em-strasbourg.eu">jose.vallejo@em-strasbourg.eu</a>

### 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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

#### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

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

#### How the course contributes to the program :

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

**LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.**

Students will analyze business organizations and problems in a multicultural and international environment

### 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

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In class

**Lectures**

**Tutorials**

In groups

**Projects**

Interaction

**Discussions / debates**

## Learning outcomes

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**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

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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

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**Key concepts to understand :**

**Knowledge of :**

Basics in Strategy for module 1

## Teaching material

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**Documents in all formats**

- Transparencies in paper format

## Recommended reading

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**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

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

## Grounds for expulsion from classes

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

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

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.