

Global Strategy

ECTS : 3

Description du contenu de l'enseignement :

Course Presentation

The course aims at providing students with key concepts, managerial tools as well as an understanding of new paradigms in the field of global business strategy. It focuses on the challenges and opportunities faced by international companies when engaging with clients, competitors and key stakeholders beyond their home market, and outlines key issues leaders, managers, entrepreneurs should be aware of to make key decisions and take actions throughout their firm's international journey.

Course Structure

- Session 1: Introduction. The Challenges of Managing Globally • Case Study
- Session 2: Globalization of Markets and Competition • Case Study
- Session 3: Designing a Global Strategy • Case Study
- Session 4: Assessing country's attractiveness • Entry Strategies • Case Study
- Session 5: Managing Globally - Marketing • Designing a Global Organization • Case Study
- Session 6: Global Strategy in Action: Final Case Study • Review / Exam Preparation

Compétence à acquérir :

Upon completing this course, the participants should be able to:

- Understand different concepts related to global strategy and international business development
- Develop a practical understanding of global strategic management, including national regulatory influences, political and financial risks, social responsibility and cross-cultural management
- Evaluate the strategic attractiveness of individual national markets and assess the pros and cons of market entry modes, as well as the appropriate strategic criteria for their selection.
- Get familiarized with main implementation issues faced by multinational corporations
- Apprehend new dimensions of global strategic management as well as the changing landscape of competition and how to cope with it.

Mode de contrôle des connaissances :

Class participation: 20%

- participate in 6 x 3h sessions
- take an active role in co-building and improving the collective learning experience.

Class group work: 20%

- learning assignments and case studies in class – 1 submission per session, 6 total
- Submit on requested time the group work and present as a group when asked to.

Final examination: • Open Questions: 20% - Case Study: 40%

- course specific open questions requiring concise answers.
- a case study requiring critical perspective.

Bibliographie, lectures recommandées :

Main Textbook:

Philippe Lasserre (2022) – Global Strategic Management, 5th Edition - Bloomsbury Publishing

Other Textbooks:

- David Collis (2014) - International Strategy: Context, Concepts and Implications, 1st Edition - John Wiley & Sons, Incorp.
- Cornelis A. de Kluyver (2014). Fundamentals of Global Strategy. Flatworld Knowledge (OpenAccess)
- Kamel Mellahi, Klaus Meyer, Rajneesh Narula, Irina Surdu, and Alain Verbeke (2021) - The Oxford Handbook of International Business Strategy - Oxford University Press
- Mike Peng (2022) – Global Strategy, 5th edition – CENGAGE Learning
- Kazuyuki Motohashi (2015) - Global Business Strategy, Multinational Corporations Venturing into Emerging Markets, SpringerOpen

- Simon Torp and Torben Andersen (2020) - Adapting to Environmental Challenges: New Research in Strategy and International Business – Emerald Publishing Ltd.
- Patricia Brun (2019) – Stratégies internationales - Enjeux et valeurs de la transformation digitale et nouveaux modèles économiques - Editions Ellipses

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