

- Faculté des sciences économiques
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### International Strategy (5EN2027)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

#### Période d'enseignement:

- Semestre Automne

#### Equipe enseignante:

Professor José Mata, Teaching Assistant: Oussama DAROUICHI

#### Objectifs:

Firms can create competitive advantage by managing successfully in the global world. The course "International strategies" focuses on challenges and opportunities created by the globalization for the firms. The aim of the course is to provide students with conceptual tools and necessary skills to better understand and analyze the challenges and opportunities confronted by firms when expanding abroad as well as home base advantages. The course will help students to lead with a global mindset in the complex international environment.

#### Contenu:

- 1 - Changes in patterns of globalization
- 2 - Differences across countries
- 3 - Country advantages and firm advantages
- 4 - Generic International Strategies
- 5 - Choosing markets where to compete
- 6 - Choosing the extent of product adaptation
- 7 - Location decisions
- 8 - Organizing the international firm

#### Forme de l'évaluation:

In-class participation 15%

Group project

First group presentation 15%

Individual presentation 15%

Second (final) group presentation 20%

Final written report 35%

If a representative from the company attends the final presentation, students will get a bonus of 0.5 points

#### Documentation:

1. Ghemawat, Pankaj. Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter. Boston, MA: Harvard Business School Press, 2007.
2. Collis, David. International Strategy, Wiley, 2014.
3. Spulber, Daniel. Global Competitive Strategy. New York, Cambridge University Press, 2011.
4. Peng, Mike and Klaus Meyer. International Business, Cengage, 2011.

Handouts for the lectures will be available at the course website after the corresponding lecture.

#### Forme de l'enseignement:

I will try to make classes interactive and may call for your participation at any time during lectures. Class participation will be worth 15% of the course grade.

Classes in the last week will be devoted to students' presentations of group projects. One session shortly after the beginning of the course will be used for presentation of an initial group report, and a session in the middle of the course will be used for presentation of the interim individual reports.