

International Strategic Management



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

- > **Degree course:** Management & Commerce International
- > **Teaching unit:** UE1-1 Management & Marketing International
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 2
- > **Teacher(s):** Dr. Andrzej Lis

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course 16 hours
- Tutorial course hours
- Practical work 12 hours

- Case study
- Project

COURSE DESCRIPTION

The scope of the course covers the following topics:

1. Introduction to strategic management: Strategy and strategic management; Corporate level strategies; Business level strategies; Strategic management process.
2. Strategic analysis: Macro-environment analysis; Industry analysis; Company analysis; Development of strategic courses of action.
3. Strategic management process in the international context: Developing an international strategy; International strategy analysis toolbox.
4. International business environment: The structure of the global economy - the economic environment; Political and legal environment of international business; Social-cultural aspects of international management; Technological environment.
5. Multinational enterprise strategy and structure: Multinational corporations; Typology of international strategies; Transnational strategies; Market entry strategies; Organisational structures of MNEs.
6. Case study analysis (students team work)
 - International business environment: globalization in transition; China & the world - dynamics of changing relationships; securing Europe's future - addressing corporate & technology gap.
 - Strategic analysis of companies operating in international markets: IKEA, Starbucks, CEMEX, Daimler-Chrysler merger, KFC.

OBJECTIVES

The lecture will present the fundamentals of international strategic management and covers the topics: introduction to strategic management theory, strategic analysis, the process of corporate internationalisation, international enterprise strategy and structure, and international business environment. The tutorial class facilitates the learner-centred acquisition of knowledge and skills by extensive reading and case study analysis.

Assessment :

- Case study analysis and presentation (teamwork)
- Engagement in class discussions and analysis of mini case studies (individual work)

PREREQUISITES

Good command of English (incl. both Basic Interpersonal Communicative Skills and Cognitive Academic Language Proficiency).

SELECTIVE BIBLIOGRAPHY

De Wit B., Meyer R., Strategy: Process, Content, Context and International Perspective, CENGAGE Learning, Andover 2010. // Ghemawat P., Manging Differences: The Central Challenge of Global Strategy, "Harvard Business Review", 2007, March. // Griffin R.W., Management, Houghton Mifflin Company, Boston - New York 2008. // Kotler Ph., Armstrong G., Principles of Marketing, Pearson, Upper Saddle River 2010. // Morschett D., Schram-Klein H., Zentes J., Strategic International Management: Texts and Cases, Springer 2015. // Porter M.E., Competitive Strategy, Free Press, New York 2004. // Rozkwitalska M., Zarzdzanie midzynarodowe, Difin, Warszawa 2007.

ADDITIONAL INFORMATION

More selective bibliography:

Rugman A.M., Brewer T.L. (Eds.), *The Oxford Handbook of International Business*, OUP, Oxford 2001. // Ungson G.R., Wong Y-Y, *Global Strategic Management*, Routledge, London 2015. // Wheelen T.L., Hunger J.D. (eds.), *Strategic Management and Business Policy: Toward Global Sustainability*, Pearson, // Upper Saddle River 2012. // Yip G.S., *Global Strategy In a World of Nations "Sloan Management Review"*, 1989, Vol. 31(1), p. 29-41. // Yip G.S., *Total Global Strategy II*, Pearson Education International, Prentice Hall, Upper Saddle River 2003.

The classes incorporate the Content and Language Integrated Learning (CLIL) philosophy aimed at developing language skills when learning and teaching content knowledge and skills. The emphasis is placed on developing the following academic English skills: listening to the lectures and note taking, extensive reading, presentation skills, and participating in discussions.

Teaching methods, techniques and tools:

1. Lecture includes:

- PPT presentations
- video and audio teaching materials
- conversations and discussions

2. Practical classes include:

- case studies
- students' projects and PPT presentations
- conversations and discussions