

# International Management (Bachelor Year 3 / Spring)

**Bachelor in Social Sciences / Faculty of Social Sciences, Economics and Law**

## Introduction

The management of international operations calls for specific skills compared with activities in the domestic market. Different types of distance (geographical, economic, cultural) make growth operations more complex than in the domestic market. Specific knowledge and skills are needed to meet these challenges.

This course places the company in the context of a globalized world, and addresses a number of issues it will have to face as it deploys its activities. It combines conceptual models, theories, economic data and case studies to review a range of specific themes linked to international management. It provides students with the intellectual means to tackle the problems associated with internationalization, while presenting some more operational tools. English-language documents and case studies.

### Course Contents

Chapter 1 International risk management

Chapter 2 Managing customs and tariffs challenges

Chapter 3 Financing international expansion

Chapter 4 Managing people and negotiating in an intercultural context

Chapter 5 Reducing carbon footprint and managing CSR in internationalising companies

Chapter 6 Discussing the specificities of internationalisation in emerging countries

## Admission

### Prerequisite

#### Prerequisites training

English B2 Level.

## Program

### Assessment and Final Grade

Final exam based on the analysis of documents and questions relevant to the contents of the course.

## Duration

1 semester

## Teaching languages

- English

## Conditions of submission

If you need more information about this course, kindly send an email to: [incomingdri@icp.fr](mailto:incomingdri@icp.fr)

## Bibliography

HOLLENSSEN, Svend (2020). Global Marketing, 8ème édition, Pearson.

CAVUSGIL, T., KNIGHT, G. et RIESENBERGER, J. (2019), International Business: The New Realities, Global édition, Pearson.

GERVAIS, F. et VENIN (2020). Exporter, 27ème édition, Foucher Sup.



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