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

Bibliography

HOLLENSEN, Svend (2020). Global Marketing, 8ème edition, Pearson.
CAVUSGIL, T., KNIGHT, G. et RIESENBERGER, J. (2019), International Business: The New Realities, Global edition, Pearson.
GERVAIS, F. et VENIN (2020). Exporter, 27ème édition, Foucher Sup.