

1. Professor: Mr PHILIPPE REED

2. Overview and objectives

Business Platform Analysis develops an operational management approach which is designed to identify the key essentials required within international business and project management systems.

The methods and approach developed within line management operations are key and essential within this program.

3. Targeted skills

Students will be able to demonstrate knowledge and develop specific management applications within international business developments. These skills cover:

- International Project Management
- Business Platform Development
- Line Management Function
- Brand Development and Co- Branding
- Team Building / Leadership and Networking

4. Prerequisite

General business and project management knowledge along with systems and methods used within line management and organizational operations

5. Level: Master 2

6. Course description and plan

- 1) Global Project Perspectives
 - Line management and operations
 - International project management
 - Structuring and applications
- 2) Business Platform Development
 - Methods and systems
 - Management requirements
 - Platform construction
- 3) Progressive Project Phases
 - Audit / Analysis
 - Installation / Application
 - Results / Future business opportunities
- 4) Market to Market Approach
 - Market analysis
 - Product development
 - Logistic and distribution

- 5) Brand Development and Co- Branding
 - Building common business interests
 - Reference building and network management
 - Team building and leadership

- 6) Project Construction and Management
 - The juxtaposed 12 step approach
 - Time management
 - Confidence building
 - Cross cultural applications
 - The customers territory

- 7) Future Business Opportunities
 - New partners
 - New projects
 - New products

7. Teaching methods

Lecture

Individual project development

Case Study

8. Examination and assessment

Mid term assignment: 40%

Final exam: 60%

9. Bibliography

Jeremy Kourdi, Business strategies and effective decision making, Bloomberg Press, 2003

Warren Bennis, Business trends and leadership strategies, Harvard Business School Press, 2004

Wim G. Biemans, to Business Marketing: A Value-driven Approach. McGraw-Hill, 2010