
I. INTERNATIONAL MARKET ENTRY AND DEVELOPMENT STRATEGIES – Duration 15 hours - 2 ECTS

1. Professor: Mrs LAURE VIGLIANO

2. Overview and objectives

- To look at the different forms of foreign markets entry modes exporting and foreign production
- Introduction to Channel Management

3. Targeted skills

Knowledge of foreign markets entry modes
Foreign markets strategies

4. Prerequisites

Preparation and reading prior to class

5. Level: Master 2

6. Course description and plan

- 1) Foreign market entry modes
 - Types: controlled exports, subcontracted exports, joint export agreements
 - Advantages and disadvantages
- 2) International market entry strategy
 - The Five Competitive forces
 - Red Ocean versus Blue ocean Strategy
 - The value chain
- 3) Workshop
 - Case study
 - Press Review
 - Presentation

7. Teaching methods

Workshops, Case Study, press review, sharing of experience, interactive method.

8. Examination and assessment

Course preparation and participation: 40%

Final exam: 60 %

9. Bibliography

Harvard Business Review

i tunes U : Michaël Porter – strategy conference – HEC Paris –

BBC News

The economist

<http://www.eur-export.com/anglais/>

I. INTERNATIONAL BUSINESS DEVELOPMENT – Duration 15 hours - 2 ECTS

1. Professor: Mr JEAN-CLAUDE CHEMINAND-SERRÉ

2. Overview and objectives:

Analysis of growth strategies of companies in a context of internationalization, evaluation of the key success factors and conditions of development in foreign countries

3. Targeted skills

- Control conceptual tools (industrial economy, financial analysis) allowing to analyze interpret these data in order to clarify the strategic choices of the firms and to analyze their developmental perspectives
- Targeted jobs: Consulting in strategic organization, Sectorial Analyst

4. Prerequisite: Knowledge in marketing and general management of companies

5. Level: Master 2

6. Course description and plan

- 1) Strategy
- 2) Mission of the Company
- 3) The company in the national and international environment
- 4) Strategic activity analysis
- 5) Competitiveness
- 6) Processes of internationalization
- 7) Installation of strategies of internationalization

7. Teaching methods:

Teaching course through Powerpoint presentation 50 %

5 practical case studies of companies having implemented strategies of growth at the international level

8. Examination and assessment:

On the basis of a participation evaluation (40 %) and on a final exam (60 %)

9. Bibliography:

Jean Paul Lemaire, Stratégies d'internationalisation, Editions Dunod

Catherine Mercier-Suissa, L'essentiel des stratégies d'internationalisation de l'entreprise, Editions Gualino

Guillaume Franck, Les meilleures pratiques des multinationales, Editions d'Organisation

Jean-Louis Magakian, 100 Fiches pour comprendre la stratégie d'entreprise, Editions Bréal

M Porter, L'avantage concurrentiel, Editions Dunod