

5.0 credits

30.0 h

2q

Teacher(s) :	Brognaux Christophe ; Pouchain Frédéric ; Malhotra Sunita ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	The course is dedicated to multinational strategies and their implementation inside organizations.
Aims :	The objective of this course is to review the main concepts, methods and tools which are used in the international business, identify the business situations in which they can be applied most effectively, as well as understand the limitations of the various approaches. <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Content :	<p>Summary</p> <ul style="list-style-type: none"> - international alliances, joint venture & acquisitions, - implementing international strategy: structure, processes and people, - Opportunities and risks in emerging markets. <p>The course is mainly organized on the basis of formal lectures and case discussions.</p> <p>Methods</p> <p>In-class activities</p> <ul style="list-style-type: none"> - Lectures - Interactive seminar <p>At home activities</p> <ul style="list-style-type: none"> - Readings to prepare the lecture - Students presentation
Other infos :	<p>Prerequisites: Introductory course in European economics.</p> <p>Evaluation :</p> <p>Support :</p> <p>References :</p> <p>Internationalisation</p> <ul style="list-style-type: none"> - international content (does the course tackle international issues related to the course content ?) <p>Skills</p> <ul style="list-style-type: none"> - presentation skills - team work <p>Techniques and tools for teaching and learning</p> <ul style="list-style-type: none"> - Internet work
Cycle and year of study :	> Master of arts in Business engineering > Master [120] in Management
Faculty or entity in charge:	CLSM