

5.0 credits	30.0 h	1q
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Teacher(s) :	Seunier Fabian ;
Language :	Anglais
Place of the course	Mons
Main themes :	<p>To understand the international environment</p> <ul style="list-style-type: none"> - investing abroad - the role of emerging economies <p>To situate themselves in an international environment</p> <ul style="list-style-type: none"> - benefits of the location (country of origin, the host country) - to combine the advantages of companies and the location in a multinational network <p>To develop an international strategy</p> <ul style="list-style-type: none"> - foreign distributors - strategic alliances and partnerships - mergers and acquisitions <p>Managing multinationals</p> <ul style="list-style-type: none"> - the relationship between the parent company and the subsidiaries - challenges of multiculturalism
Aims :	<p>On completion of this course, students will be able:</p> <ul style="list-style-type: none"> -- to apply the key concepts of business strategy in a multinational company; -- to understand the impact of the global economy on a company's strategy and activities <p><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></p>
Evaluation methods :	Written examination
Teaching methods :	<ul style="list-style-type: none"> -- Lectures -- Case studies
Bibliography :	<ul style="list-style-type: none"> -- VERBEKE A. (2009), International Business Strategy: Rethinking the Foundations of Global Corporate Success, Cambridge University Press. -- GOODERHAM P., NORDHAUG O. (2003), International Management: Crossboundary Challenges, Blackwell.
Cycle and year of study :	> Master 120 in Management
Faculty or entity in charge:	BLSM