UCL Université catholique de Louvain

LLSMS2111

2015-2016

International Business (in English)

5.0 credits	30.0 h	2q

Teacher(s) :	Pouchain Frédéric ; Malhotra Sunita ; Brognaux Christophe ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	This course is credited 5 ECTS. It will be taught in English. No special prerequisite; ideally students should have had exposure to corporate strategy.
Main themes :	The course will tackle the strategic and organisational issues faced by local and global companies when they want/need to expand beyond their domestic market. The 'why, when, where, how, and who' of international business will be addressed. Since the beginning of the 21st century, there has been not only acceleration in globalization of the economy and companies, but competition has appeared from new players and from new directions. Going abroad is not anymore the playground and the battlefield reserved to US- and Europe-based companies. Foreign direct investments made by Chinese and Indian companies or sovereign-wealth funds are making the headlines almost everyday. If moving goods and providing services around the world have become today very easy through supply chain and technology (r)evolution, going global requires also specific human resources and organizational models which are one of the key success factors of international business and probably the most difficult to get it right. The course will help students to: · review the macro- and micro-environment in which international business is currently taking place (USA, Japan, Europe,'); · understand the reasons pushing companies to go abroad, when, and where; · learn different ways to expand internationally (M& mp;A, JVs,'); · be aware of new competition facing companies in globalization (BRICS, hedge/sovereign/private equity funds); · have a clear understanding of organizational and human resources strategy and issues in the context of globalization.
Aims :	*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".*
Evaluation methods :	The class presence and participation will count for 40% of the final grade, each lecturer grading separately their part for one third. The final paper will count for 60%, each lecturer grading separately each paper before and after a common review. Groups of 3 students will be asked to choose one company (or one division) in any sector in any country and explain: ' Why did they expand, when, where, and how? ' What would be a good next step in their international development? ' What are the main organizational and people challenges and how to address them? The paper (13 pages maximum) is common for the three lecturers.
Teaching methods :	The teaching method will be a good blend between theory and case study. The latest facts, figures, events, models and frameworks will be used. It is compulsory to have prepared the readings and/or cases study beforehand and active participation is expected from all students.
Content :	The course will be divided into three parts, each one given by different lecturer, covering the following themes: ' Part I (taught by Christophe BROGNAUX): Navigating the currents of globalization. The new global challengers. Organizing for global advantage. ' Part II (taught by Frédéric POUCHAIN): Companies going global: why, when, where, how, which ones. ' Part III (taught by Sunita MALHOTRA): Organizational strategy & mp; International Human Resources Management
Bibliography :	Copies of the main slides, cases and readings will be available on iCampus. There is a reference book for Part II: 'Exploring Corporate Strategy' by G. JOHNSON, K. SCHOLES, and R. WHITTINGTON, FT Prentice Hall, 7th edition.

Other infos :	The sessions will be given by three different lecturers held in MORE 51 at the following dates and time. February : -- 9th - 8h30-12h45 - 1st session FP -- 16th - 8h30-12h45 - 1st session CB -- 23rd - 8h30-12h45 - 2nd session CB March : -- 2nd - 8h30-12h45 - 3rd session CB - 2nd session FP -- 9th - 8h30-12h45 - 3rd session FP -- 16th - 8h30-12h45 - 1st session SM -- 23rd - 8h30-12h45 - 2nd session SM - 13H30-15h30 3rd session SM Details about topics and readings of each session will be available on iCampus. Contacts, and appointments if necessary, can be made by phone or email: ' Sunita MALHOTRA : sunita.malhotra@uclouvain.be, sunita@peopleinsights.eu; 02/675.49.90 ' Christophe BROGNAUX : brognaux.chritophe@bcg.com; 02/289.02.45 (secretary) ' Frédéric POUCHAIN : f.pouchain@whitestone.lu; 0479/45.00.71
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GEST2M	5	-	
Master [120] in Management	GESM2M	5	-	