




5 credits

30.0 h

Q1

Teacher(s)	Brognaux Christophe ;Malhotra Sunita ;Pouchain Frédéric ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	The course is dedicated to multinational strategies and their implementation inside organizations.
Aims	<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>
Evaluation methods	The course will be evaluated based on individual class presence/participation for 30% and on a final teamwork paper for 70% (details will be given during the first lecture).
Teaching methods	<ul style="list-style-type: none"> • The teaching method will be varied based on frameworks, studies, data, news, and business case. • It is compulsory to attend classes as they will be interactive and active participation is expected. Cases and articles have to be prepared beforehand. Presentations will have to be made by students.
Content	<p>DESCRIPTION AND OBJECTIVES</p> <p>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.</p> <p>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 companies or sovereign-wealth funds are making the headlines almost every day.</p> <p>If moving goods and providing services around the world have become today very easy through supply chain, technology (r)evolution, and digitalization, 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.</p> <p>Objectives of the course are to:</p> <ul style="list-style-type: none"> • review the macro- and micro-economic environment in which international business is taking place; • understand the reasons pushing companies to go abroad; • learn different ways to expand internationally, how to succeed and challenges to address; • be aware of new competition facing companies in globalization; • have a clear understanding of organizational and human resources aspects to address when internationalizing; • encourage students to build an international business "culture". <p>CONTENT</p> <p>The course will be divided in 3 parts, each taught by an adjunct professor:</p> <ul style="list-style-type: none"> • Part I by Frédéric POUCHAIN: Companies going global: why, when, where, how, which ones. • Part II by Christophe BROGNAUX: Navigating the currents of globalization; the new global challengers; organizing for global advantage. • Part III by Sunita MALHOTRA: Organizational strategy & international human resources Management.
Inline resources	http://icampus.uclouvain.be/claroline/course/index.php?cid=LSMS2111
Bibliography	Slides, cases, and articles will be available on Moodle. News will be posted on this online platform with the preparation for each lecture.

<p>Other infos</p>	<p><u>CREDIT, LANGUAGE, PRE-REQUISITE</u> This course is credited 5 ECTS (30 hours). It will be taught in English. A basic strategy course is recommended. This course is only dedicated to CEMS students</p> <p><u>STUDENT RECEPTION</u> Contacts have to be made by email as we have no office on the campus:</p> <ul style="list-style-type: none"> • sunita@peopleinsights.eu • brognaux.christophe@bcg.com • f.pouchain@whitestone.lu <p>General questions about the course will have to be addressed to Frédéric POUCHAIN.</p> <p><u>COURSE ORGANIZATION</u> Q1P2 from November 15th to December 11st, 2018 (see point 9 for the schedule).</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Business Engineering	INGE2M	5		