



Faculté des sciences économiques, sociales et politiques

ESPO

REIN2200 **International Business Management**

[30h] 5 credits

Teacher(s): Eric Cornuel
Language: english
Level: 2nd cycle course

Main themes

- Provide the students with the capacity of analyzing the evolving international political, economic, social and technological environment in order to improve business decision making for a national, international firm or governmental organizations.
- Overview of the specific operational characteristics of the international dimensions of a firm.

Content and teaching methods

CONTENTS

ANALYSIS OF THE INTERNATIONAL ENVIRONMENT

International Trade Theory and Practice
 International Financial Systems and Environment
 International Economic and Political Systems
 International Cultural and Social Environment

INTERNATIONAL BUSINESS MANAGEMENT

The International Expansion Path
 Researching the Markets
 Developing a Marketing Strategy
 Penetrating International
 Financial Dimensions of an International Company
 Organizing the International Dimensions of a Company
 Managing Human Resources Internationally
 Administrating Exports

METHODOLOGY

The teaching methodology to be used in the course is a combination of traditional and active teaching methods (lectures, work in groups, presentation of experiences). The theory will be provided mainly through the hand outs and the required readings. The lectures will complement the readings. They will also be an opportunity for answering questions related to the readings. The practical side of international business is given through cases and, on two occasions, exchange of experiences and a small research.

Company representatives will share their experiences related to specific topics.

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion	(3.5 credits)	Mandatory
IAG22M	Deuxième année de maîtrise en sciences de gestion (orientation "méthodes quantitatives de gestion")		Mandatory
MULT21MS	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(4.5 credits)	
MULT22MS	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(5 credits)	
MULT2MS	Master en communication multilingue, à finalité spécialisée en langues des affaires	(4.5 credits)	