

## Faculty of Economic, Social and Political Sciences



### REIN2200 International Business Management

[30h] 5 credits

**Teacher(s):** Eric Cornuel  
**Language:** English  
**Level:** Second cycle

#### Aims

The objective of this course is to review the main concepts, methods and tools which are used in the strategy formulation and implementation process, identify the business situations in which they can be applied most effectively, as well as understand the limitations of the various approaches.

#### Main themes

- international alliances, joint venture & acquisitions,
- implementing international strategy: structure, processes and people,
- Opportunities and risks in emerging markets.

#### Content and teaching methods

Business and Corporate Strategy, Competitive Advantage Development, Business Portfolio Management

The Organisation and its Internal Resources as factors of Competitive Advantage

Management in the "New Europe"

Cooperative Strategies: Collaborations, Alliances and Joint-Venture.

Case Studies:

1. Patterns of Globalization of Selected Central Eastern European Companies
2. Whirlpool Tatramat
3. Volkswagen Skoda.
4. Waking the Bear: "Danonizing" the Bolshevik Biscuit Factory (A)
5. The Lyonnaise des Eaux Dumez Merger
6. The Matra Renault "Espace" Alliance and the European Minivan Market
7. Accor in Asia
8. Renault and Nissan: a marriage of reason.

Methods

The course is mainly organized on the basis of formal lectures and case discussions.

## Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Students will be evaluated and graded on the basis of:

" A group presentation on one of the proposed cases (one presentation per case). Each presentation must be based on a set of consultant-style overheads, accompanied by an executive summary of recommendations, or a dossier analyzing a relevant strategic case chosen by the group itself with the agreement of the Professor;

" A final exam (individual)

Support :. Slides

Suggested book:

The Dynamics of International Strategy, by Susan Segal-Horn and David Faulkner, International Thomson University Press, 1999.

Suggested readings:

Tallman S. and Karin Fladmoe-Lindquist, Internationalization, Globalization, and Capability-Based Strategy, California Management Review Fall 2002.

Ghemawat Pankaj, Distance Still Matters, Harvard Business Review, Sept 2001.

Bartlett C.A. and Sumantra Goshal, Going Global: Lessons from Late Movers, Harvard Business Review, March-April 2000.

Calori R. and al, Innovative International Strategies, Journal of World Business, 2000.

Pedagogic team: Christophe Lejeune & Eric Cornuel

## Programmes in which this activity is taught

**MULT2MS** Master en communication multilingue, à finalité spécialisée en langues des affaires

## Other credits in programs

<b>ECAP22</b>	Deuxième licence en sciences de gestion	(3.5 credits)	Mandatory
<b>MULT21MS</b>	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(4.5 credits)	
<b>MULT22MS</b>	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(5 credits)	
<b>MULT2MS</b>	Master en communication multilingue, à finalité spécialisée en langues des affaires	(4.5 credits)	