

# ***Global Perspectives on Management & Marketing***

## ***International Management Programme- IMP***

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# PROGRAMME DESCRIPTION

## OBJECTIVES

The GLOBAL PERSPECTIVES ON MANAGEMENT AND MARKETING Minor Track seeks to give students a broad view of what Leaders and managers need to know and do when dealing with international firms in a global competition. Thus, the program provides an unparalleled education that is truly global in every sense. We identify and focus on five essential tasks for any company to emerge and maintain its global competitive position within its industry:

- How to formulate and implement a competitive strategic option
- How to manage and coordinate multicultural workforce, organize and manage in a global context
- How to formulate an international marketing strategy (communication, branding, product, price segmentation,..)
- How to build customer oriented and integrated strategies
- How to comprehend and deal with global economic flux and impacts

## INTENDED LEARNING AND PROFESSIONAL OUTCOMES

### Skills developed:

- Provide a forum for discussion that will enable future managers to take and advantage vis-à-vis other future managers,
- Widen students' management focus to obtain a more global perspective of the business, through the analysis of best practice from a wide range of sectors and countries,
- Challenge old concepts and assumptions in order to align business practices with current trends and economic conditions,
- Present the latest concepts and ideas for developing corporate strategies that create not only value for shareholders but also wealth for the whole stakeholders
- Help students identify and analyse the roles that senior executives must play in order to manage their people and lead their companies more effectively

## PROGRAMME STRUCTURE

The programme will be delivered by international professors to a multicultural group (French students + International students).

## TEACHING ORGANISATION

An Interactive and differentiated Pedagogy divided into three main learning concepts:

✓ Learning through Concepts and Tools' Acquisition

Delivered through a combination of classroom and hands-on exercises, independent studies, and challenging questions

✓ Learning through Case Study

After having introduced and discuss with students main concepts, approaches and tools, Professors encourage students to develop their knowledge and work practice by using a solving case approach.

✓ Learning through Practice and Research

In addition, Professors encourage students to go through rigorous field projects that enable them to put into practice all their learning. This takes the form of what we call a **Field Research Project** or FRP. In group, students are invited to write a paper and perform an oral presentation based upon subjects suggested by student groups, the school, or companies that work very close with the school.

What we are looking for when teaching is to offer to students: knowledge, methods, tools, and experience that can help them to develop their skills not only as a manager but also as a leader. We believe that being a leader implies being able to develop skills and integrate behavior as:

- Transformational Leader,
- Adaptive Leader,
- Inspirational Leader

We believe that our teaching method can help you to be a leader who inspires innovation and change.

## ASSESSMENT

Through lectures, case studies, hands-on exercises, and interactive group discussion students develop their leadership skills. Students will be graded through:

- Individual interactivity (10%),
- Assignment and oral presentation of case studies and reading materials (PowerPoint slides must be used) (30%),
- Final exam or individual written paper (60%).

## COURSE DESCRIPTION

### GLOBAL STRATEGY

This course seeks to understand the 21st century competitive landscape from a strategic management perspective and to assess how global influences shape strategic thinking. The course goes beyond the traditional, euro-centric environmental and market models by drawing on a wide range of perspectives to explore the roots of sustainable competitive advantage in winning and thriving global firms. We identify those conceptual models that clarify interactions between patterns of technological change, market transformation, competition, value creation, firm positioning, and the structure and development of internal firm capabilities. Particular attention is paid to global strategic alliances and networks. The course provides a selection of diagnostic skills to create, evaluate and implement global strategy.

### ORGANIZATIONAL BEHAVIOUR & LEADERSHIP

A significant challenge in today's organisations is to transform managers into global strategic leaders. This course provides a clear understanding of the way in which leaders and team members in organisations interact to build a constructive and successful working environment in widely differing cultures. Studying organisational behaviour and leadership enables students to develop their thinking about the organisation at work where leaders are confronted by the need for personal and organisational change. Key elements in managing this process include motivation, work roles, power, authority and conflict in global organisations. We learn how to approach change and plan for it in a global context. The course also provides the opportunity to deal with resistance to change, and explores ways of transforming initial negative energy into positive drive.

### OPERATIONS & SERVICE MANAGEMENT

The operations function lies at the heart of all organisations, with operations managers working at strategic, tactical, and operational levels in the world network of products and services. Operations include the acquisition of inputs and materials, and the creation and distribution of goods and services. In emerging economies a significant number of jobs is still created in the manufacturing sector, but operations management is not confined only to manufacturing. Operations management is equally applicable to the service and non-profit sector. This course covers the three main elements of operations and service management: the product, the process, and the supply chain. The global economy demands a careful examination of the shift from industrial systems driven by efficiency and operated on the basis of increasing automation, to post-industrial systems where success depends on quick responses to customer demands for customised, high quality products and services. The course investigates the differing primary sources of competitive advantage between countries as the post-industrial environment reaches to emerging economies.

## **GLOBAL ECONOMICS**

This course studies the principles of classical and Keynesian economics to enable managers to form opinions on a wide-ranging number of topics related to international economics. These will include the debate as to whether global economic relationships are benign or exploitative, whether more international interdependence is inevitable and desirable, and what appears to be a rising tide of nationalism (neomercantilism) with countries increasingly turning their attention to domestic problems. Within the context of emerging countries, the course addresses topics in the field of commercial policy (tariffs, monopolies, and economic integration), factor movements (the global movement of labor and resources), foreign exchange markets and balance of payments.

## **INTERNATIONAL MARKETING**

The principal aim of this course is to help participants to develop a critical appreciation of the opportunities and challenges associated with the increasingly globalized markets. Participants will reflect on the theory and application of international marketing while gaining insights from companies that have adjusted their marketing strategies to the international macro-environment. International marketing concepts will include environmental analysis, globalization, international marketing orientation, international market entry strategies and the international marketing mix, corporate communication. This course will also introduce participants to the concepts of global brand, brand equity, and strategic brand management. Beyond the classical adaptation/standardization framework of international marketing strategies, transactional approaches of markets as cultural entities will be discussed during this course and a focus will be done on how to succeed in emerging countries and booming market such as for example India.

## **CUSTOMER INTEGRATION**

Post-industrial society is concerned with quality of life. Goods add to quality of life, and this was enhanced through mass customisation. But services now play a dominant role, as differing central factors and figures enter the field. Within the firm, professionalism and information are key to success. The course studies the profound relationships that exist between the firm and those that use and are affected by its offerings. Discussions go beyond stakeholder theory, marketing and corporate social responsibility, and embark on an investigation of customers as citizens who are examined within and outside the familiar context of 'western society'. The interaction between firms and customers as citizens is facilitated by the social media: the course studies the positive and negative features of this new association, particularly as citizens are entitled to certain rights by virtue of their membership in the post-industrial society.

An analytical reflection of their achievements will be presented as part of a group assessment.

## INNOVATION MANAGEMENT

Coming Soon

## FRENCH AS A FOREIGN LANGUAGE

The objective of this course is to introduce speakers of other languages to the basics of French. It aims to provide students with key skills to understand and speak French in simple everyday situations.

## BUSINESS GAME

The objective of “Business Games” is to allow students to make real life business management decisions during our business game.

Business Games focus on the core activities of real companies either industrial or service, taking into account Marketing, Finance, Supply and HR.

At the end of the course, students should be able to:

- Understand the interdependencies between different business functions (finance, marketing, human resources)
- Understand the business environment
- Use the documents related to the management of a company (accounting documents, tax returns, etc.)
- Implement the knowledge acquired on all areas of business management.

“Business Games” is played with specific management simulation software and is designed to test the mastery and knowledge of the fundamentals of management.