

# **INTERNATIONAL BUSINESS SEMESTER**

## **2019 Spring Semester**

### **Course Catalogue**

The goal of the programme is to train operational, adaptable, autonomous, middle-managers in marketing within an international context. It focuses on developing an awareness of enterprise management and societal culture alongside nurturing an intercultural mind-set.

## **INTERCULTURAL INTEGRATION SEMINAR**

### **Course Objectives**

**“Coming together is a beginning; Keeping together is progress; Working together is success.”**

The first objective of this interactive course is to use structured exercises in order to enable students to better know one another and become more comfortable working together;

The second objective is for students to demonstrate both cultural similarities and differences within groups, become aware of one’s own cultural behaviours and biases.

The third objective is to stimulate awareness, knowledge and skills for managing the psychological dynamics of diverse cultural contexts in practical ways.

Exercises are designed to motivate the students to take a more culture-centred perspective toward interpreting the behaviours of themselves and others.

The ultimate objective is that students will identify and experience their potential for working effectively in multi-cultural environment and in team.

### **Intended Learning Outcomes**

A series of exercises will enable students to:

- Attain both an awareness of cultural differences and an identification of one's own core values
- Learn to be effective in individual communication and reduce cultural shock
- Identify the areas in which cultural differences present a challenge in communication with persons of different cultures
- Understand the challenges and diversity of behavior and the opportunity for synergy
- Recognize the differences and similarities between cultures in class and learn about Do’s and Don’ts
- Work in team and improve presentation skills.

## **HUMAN DEVELOPMENT & LEADERSHIP IN THE 21<sup>ST</sup> CENTURY**

### **Course Objectives**

In the society of today with almost standardization of education and the fast movement of the technology unique personalities are needed.

Get the opportunity and think through your values, leadership principles and develop yourself as a leader and stay out from the crowd”.

This course uses guided discussions, individual and small group-exercises to define the most important skills for effective team leaders. Through self-assessment, self-discovery, questions, exercises and practices, self-awareness, participants will identify self and write a draft on their personal mission statement. Meanwhile, based on their personal/group values, they will be inspired and coached to take leadership role and develop an action plan.

Through participation, students must establish an atmosphere of trust and openness and ensure stimulating setting for reflection, personal and professional growth.

### **Intended Learning Outcomes**

A series of exercises will enable students to:

- Understand the differences between leader & Manager
- Define leadership and the role of leadership within self and organisation
- Recognize the essential skills of leaders/ Women’s leadership
- Identify the traits and skills most relevant for effective leadership
- Gain clarity about their principles and values of self and others
- Identify the role, responsibilities of leaders
- learning few theories
- Leadership and Action plan
- Leadership & ethics

## **ORGANISATIONAL BEHAVIOUR**

### **Course Objectives**

The constant change in the world has a great impact on our organisations and the way they are managed. Although technology has received the most attention, the only ongoing competitive advantage in today's environment is the people. How to effectively manage human resources has become the key challenge not only to compete, but to survive. Therefore, managers should understand and be able to apply innovative techniques to better manage their human resources. This is why the study and application of organizational behavior has become imperative.

This course aims at focusing on behavioural processes at individual, group and organizational level that enable students to learn how to influence the human behaviour in organisations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course topics that include: motivation, group dynamics, organizational design, learning and development, culture, change, and communication.

### **Intended Learning Outcomes**

A series of exercises will enable students to:

- Explain the meaning and role of organizational behaviour within the field of management.
- Recognize and articulate the role of key competencies necessary for managing organizational behaviour: communication competency, diversity competency, cross cultural competency, team competency, change competency.
- Understand motivation at the individual and group levels.
- Identify how personality, ability, learning, perceptions, values and attitudes impact organisations and performance.
- Explain the role of culture in organisations and how it impacts recruitment, advancement and retention of talent.
- Realize the role of leadership as a platform for organizational change and development.
- Understand how change happens in organisations.

## **THE WORLD WE LIVE IN**

### **Course Objectives**

Let's begin by saying it this way. It is a CRITICAL THINKING course. It has a PROGRAM but, what is the most important, is that it is 100% FLEXIBLE, FLUID and constantly in FLUX. Why? Because you as the student will be driving this course and be engaged to bring your own ideas, experiences and beliefs to bear in and out of the class. It is not a 'learning' as much as it is a 'teaching' class where you will teach each other with the obvious outcome that you will equally learn from each other.

It will be a class of discussion driven by topical themes, some of which are stipulated below but that are by no means exhaustive. They are my ideas but surely you have your own. So bring them. This can be, should be an open FORUM free of all restraints in the exchange of anything and everything. Bring your prejudice, your doubts, your beliefs, your stereotypes, your hopes, your fears, your truths...oh, hell, bring it all and let's expose it for what it is, was and can be.

As whiplash change, ephemerality and super-complexity continue to dominate societal and business contexts, it becomes increasingly difficult for us to understand the present let alone imagine with any kind of certainty what tomorrow's world will hold for future generations. Change has become simultaneously fast-moving and permanent and yet scenario planners must still continue to try to design new winning systems for an unknown reality. By asking some of the important questions about potential future issues, this class aims to help heighten student's awareness of the wicked dilemmas they will face in their different personal, business and community roles.

As such, students will be called upon to understand the importance of the role of their generation in reshaping a Society that is in the flux of constant change.

### **Intended Learning Outcomes**

A series of exercises will enable students to:

- Consider the impact of social changes.
- Look at engrained forms of social conditioning that lead to discourse and unification depending on the camp you choose and
- Develop an outlook which considers all input rather than a select few which give a false sense of comfort but leads to a destabilisation of society as a whole.
- Understand the pitfalls of futurology / scenario planning through an approach that constantly attempts to differentiate between truths, trends and trifles.
- Distinguish clearly between the characteristics of Generations and how they differ creating both conflict and compromise and change.
- Have a sound grasp of the importance of the potential impact of current major events and issues in remoulding our future into WHAT????
- Acquire a clear understanding of the growing challenges of food, water and energy security.
- Understand the major impact of social technologies and answer the fundamental question of what happens when those technologies stop working?
- Be able to formulate reasoned ideas of the future in all of its dimensions.

## **INTERCULTURAL NEGOTIATIONS**

### **Course Objectives**

- Be able to understand another business culture
- Be able to ask the right questions to improve their sales performances.

### **Intended Learning Outcomes**

The students will share their knowledge/experience of the different cultures in sales. After the course they will be able to practice SPIN selling

## **STRATEGIC BUSINESS IN THE DIGITAL AGE**

### **Course Objectives**

With the advance in communications technology, the digital age is changing the rules of competition by giving companies the opportunity to change the way their businesses and operations are run. To steer the transition from the traditional to internet economy, organization's value chain viability faces the challenge of integrating and/or developing the tools of digital marketing.

### **Intended Learning Outcomes**

A series of exercises will enable students to understand:

- how the competitive forces have shape the business strategy
- how an organization creates, delivers & captures values through a business model
- how the digital technology has transformed the business landscape
- how to achieve business benefits that endure

## **INTERNATIONAL RETAIL MARKETING**

### **Course Objectives**

This course is aimed at undergraduate students who are looking to gain an appreciation of the global retail sector, with a particular emphasis on the US, UK and French models. The course aims to bring to light the success of Tesco's supermarkets in the UK and compare this with Leclerc and Auchan supermarkets in France. The course will give students a 'hands-on' approach with the possibility of grasping real live situations within the world of retail marketing.

By the end of the course, students will have:

- A good understanding of different retail models in different countries
- An understanding of the challenges and complexities of a supply chain and supplier relationships
- A good understanding of consumer behaviour in retail situations
- A general comprehension of the wine in France, in particular in the 'Grande Distribution' (supermarkets – in particular the grocery departments).
- A basic knowledge of how to analyse a retail situation

### **Intended Learning Outcomes**

A series of exercises will enable students to:

- Understand the issues and implications for developing business abroad.
- Know how to carry out a basic analysis of different retail situations
- Understand the differences in consumer behaviour
- Understand the complexities of the supply chain (B2B and B2C) in different countries
- Recognise which retail models to apply in different cultures and for different products
- Achieve a good awareness of the way that the 'Grande Distribution' supermarkets operate in France

## **INTERNATIONAL BRANDS**

### **Course Objectives**

This course is designed to develop students' understanding of the importance of brands and branding in a multicultural context. Topics will include understanding several concepts such as brand image, brand positioning, brand equity and how these can be applied in an international context. Students will also study the main characteristics of international brand communications strategies.

### **Intended Learning Outcomes**

This course will provide students with both a theoretical framework and practical tools to address the following questions on an international scale:

- How does branding influence consumer behaviour?
- How can I build brand equity?
- How can I manage my brand image in an international market?
- Which brand extension and brand alliances can I recommend abroad?
- How can I create an international brand strategy?

A team project will allow students to examine a brand in depth and make actionable recommendations for their branding strategy.

## **GLOBAL MARKET PENETRATION TECHNIQUES**

### **Course Objectives**

Through the theoretical framework and case study, participants will:

- Understand how to realize an export diagnostic, including scouting for potential markets
- Understand the role of different agencies and organizations such as : the Chamber of Industry and Commerce , the customs, the COFACE, Business France
- Approach prospects and estimate competition
- How to build databases and evaluate suppliers internationally?
- Techniques to select a foreign market
- Calculate an export price.