

SI-08 : STRATÉGIE SI
2 crédits ECTS

SI-08 : IS STRATEGY

UNIVERSITE : BBS/VBS

CODIFICATION ECTS : GMM1207EFZ

RESUME DU COURS

L'objectif du module SI-08 est de permettre aux apprenants de comprendre les enjeux de la stratégie SI et la nécessité de l'alignement stratégique des SI qui en découle dans un contexte professionnel.

RESUME DU COURS EN ANGLAIS :

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Au terme de ce cours, les apprenants seront capables :

- de définir une stratégie SI
- de définir le lien entre Gouvernance d'entreprise et stratégie SI
- d'identifier les principes fondateurs d'une stratégie SI
- de déterminer le cycle de vie et les coûts des ressources SI
- de calculer et analyser les indicateurs SI (TCO,...)
- de concevoir un tableau de bord des SI (ITSC)

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

INTERNATIONAL OPERATIONS MANAGEMENT (MIB)
4 crédits ECTS

INTERNATIONAL OPERATIONS MANAGEMENT

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BL3AI005

RESUME DU COURS

First, the aim is to help students gain a better understanding of the legal, logistics and financial dimensions of international trade and to identify the associated risks and opportunities. Second, this module aims at giving them a theoretical and practical understanding of the administrative techniques of foreign trade, in particular:

- legal environment of markets
- distribution contracts
- customs operations
- logistics operations
- financial risks management
- financing methods
- insurance.

Logistics is approached in terms of costs optimization as well as a banking aspect through the different means of payment and their safety devices.

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- distribution contracts
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- logistics operations
- financial risks management
- financing methods
- insurance.

Logistics is approached in terms of costs optimization as well as a banking aspect through the different means of payment and their safety devices.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

The objectives are to :

- 1-Have a good knowledge of the administrative techniques of foreign trade.
- 2-Understand the international legal environment and the legal stakes behind the various distribution contracts available to the export manager
- 3 - Know how to analyze more complex customs or logistic situations in order to optimize the costs.
- 4-Understand the role of Customs in world trade and its role in relation to the company.
- 5-Understand and acquire a good knowledge of the documentary chain.
- 6-Know the different international means of payment, be able to make choices.
- 7-Understand the notion of risk and learn the necessary tools to cover a risk.

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STRATEGY AND COMPANY EXPORT DEVELOPMENT **4 crédits ECTS**

STRATEGY AND COMPANY EXPORT DEVELOPMENT

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMGAI006

RESUME DU COURS

The purpose of this course is to allow students to learn certain concepts and skills related to international strategy in a globalized economic environment, and to develop the related management capabilities.

This includes:

- understanding the concept of globalization and its consequences for business and firms- integrating the intercultural aspects of international trade
- learning how to elaborate an export strategy through internal and external diagnoses
- understanding the available solutions to access markets and reach customers and how to select the proper distribution channels
- organizing an export department within a firm, depending on its size and consistently with its international strategy.

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- learning how to elaborate an export strategy through internal and external diagnoses
- understanding the available solutions to access markets and reach customers and how to select the proper distribution channels
- organizing an export department within a firm, depending on its size and consistently with its international strategy.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

1. Understand the concept of globalization, its origin and its consequences
2. Understand the consequences of globalization on corporate strategy
3. Recall the weight of international trade and assess the strategy of the company in relation to this reality
4. Know the different access solutions to markets
5. Apprehend the concept of law in international trade
6. Learn the links between strategic decisions and tactical implementation
7. Learn how to analyze job related tasks for international trade, make a job description, build an organization chart and hire qualified staff.
8. Understand and assess cultural differences in order to adapt the company's international marketing strategy.

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APPROACH TO FOREIGN MARKETS (MIB)
4 crédits ECTS

APPROACH TO FOREIGN MARKETS

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMGAI004

RESUME DU COURS

The students learn to design an international marketing strategy including :

- identification of foreign market opportunities
- assessment of the competitive situation of the firm on a target market
- analysis of consumer behaviour on a target market
- adaptation of the marketing-mix for the target market.

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OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

The objectives are to :

- *Master the necessary tools to analyze international markets.
- *Be able to analyze the political, economic, financial, and sociological factors on export markets; identify the associated opportunities, limitations and risks.
- *Learn to evaluate the sales and profitability potentials of a market
- *Learn to design a marketing-mix strategy

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

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INTERNATIONAL BUSINESS NEGOTIATION (MIB/PGE EXPORT)
4 crédits ECTS

INTERNATIONAL BUSINESS NEGOTIATION (MIB/PGE EXPORT)

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMGAI003

RESUME DU COURS

This course addresses the objectives and stakes of international negotiation for firms. Negotiation skills are taught and extensively practised through case studies and role-play. International trade negotiation tools (incoterms, pricing structure, payment methods...) are integrated in the cases to be studied.

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OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

1. Understand the stakes of international customer relationship management and the role of negotiation
2. Gain very good command of negotiation techniques and apply them to various international business cases
3. Develop the necessary abilities and skills to successfully negotiate and build profitable customer/provider relationship at the international level.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

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INTERNATIONAL ECONOMIC ENVIRONMENT
4 crédits ECTS

INTERNATIONAL ECONOMIC ENVIRONMENT

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMSEC005

RESUME DU COURS

Upon completion of the module, the student will be able to:

- Interpret key international macroeconomic developments in the light of relevant theory and empirical research
- To access reliable sources of economic literature and data so as to conduct first-pass economic appraisals and engage in meaningful speculation as to the evolution of future economic trends and associated risk factors

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OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

The aims of the module are:

- To develop the student's skills of analysis and interpretation of the international economic environment having regard to relevant economic theory and principles
- To provide the student with a thorough understanding of key trends and underlying factors at work relating to current economic conditions and future prospects
- To familiarise the student with current economic philosophies that impinge upon government policy and business decisions in the international context.

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EMERGING MARKETS IN INTERNATIONAL BUSINESS (MIB)
4 crédits ECTS

EMERGING MARKETS IN INTERNATIONAL BUSINESS (MIB)

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMGAI018

RESUME DU COURS

This module is one of the modules constituting the minor option 'International business environment'. Coupled with the module 'Leading markets in IB', it studies the different economic, political, cultural and social characteristics of the emerging countries and/or regions in IB and relates to the IB deals with and within these countries and/or regions. The list of the countries and/or regions to be studied in this module includes Central Europe, Russia and Central Asia, Middle East and Turkey, South America and Brazil, Africa, and South East Asia. The students will be asked to work in groups on international business issues related to the countries and/or regions studied.

The module opens with a discussion of the complexity of the IBE, its sources and its implications to international strategy development. Decision making techniques are therefore presented and applied to real cases. the module closes with a practical case of country analysis and international strategy development.

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OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

- To apprehend the complexity of the IBE
- To learn about the countries and/or regions environmental dimensions and about the interplay between these dimensions
- To learn about country analysis and decision making techniques
- To learn how integrate country analysis outcomes to select potential foreign markets

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INTERCULTURAL MANAGEMENT (MIB)
4 crédits ECTS

INTERCULTURAL MANAGEMENT

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMSRH007

RESUME DU COURS

In completion of the two modules 'Ledaing markets in IB' and 'Emerging markets in IB', this module is dedicated to the study of cross-cultural tranactions. It is about presenting and detailing the role of culture in business, in particular in cross-national management. Business is culturally blended and business styles across cultures are different. This module begins by showing the value of culture in business and then continues by discussing the various cultural dimensions and their respective influence on business transactions. The discussions are built up upon the textbook of Richard Mead and Tim G Andrews (2009) International Management:Culture and Beyond which is a trusted refernce in cross-cultural studies. The students will have the chance to engage in field cros-cultural exercises and benefit from the coching of experienced perons in the field.

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OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Learn about the pivotal role of culture in business (in particular in cross-national business)
Study the cultural specificities of different countries and/or regions in the world
Learn how these specificities impact international buisness and management practices

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LEADING MARKETS IN INTERNATIONAL BUSINESS (MIB) 4 crédits ECTS

LEADING MARKETS IN INTERNATIONAL BUSINESS (MIB)

UNIVERSITE : BBS/VBS
CODIFICATION ECTS : BMGAI016

RESUME DU COURS

This module is a part of the minor option 'International business environment'. Coupled with the module of 'emerging markets in international business', it enlightens students about the geographic, political, cultural and economic profiles of several leading powers (countries or zones) in international business. The module presents and discusses the profiles of these powers within an international business framework. The list of powers to be studied includes Australia and Canada, China, India, Japan, United States of America, United Kingdom and Western Europe. This module is assured by experts in the field of geopolitics, economic development, country analysis, and international marketing. It adopts a proactive learning approach and favors discussion and mutual creation of knowledge. The reference list includes business profiles (produced by Datamonitor Inc) of each of the regions and/or countries studied as well as general references about regional and country studies. Students are advised to consult the general references for the whole course and the relative profile for the region and/or the country to be studied the coming class. The students will be asked to work in groups on real projects about international business issues related to the countries and/or regions studied. One lecture will be dedicated to the roles of international organizations in the world business and the interaction between politics and IB choices. The module closes with a practical illustration of a country analysis in IB and an initiation to the Analytica program.

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OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

The ultimate objective of the module is to provide students with data and views over the economic, geographic, cultural and geopolitical specificities of the powers listed and to show the contributions and the influences of these specificities on the development and the progress of international business activities within and with these countries and/or regions. Meanwhile, students should learn how to analyze a country profile and what such an analysis implies for international business. Worthy to mention that this module is one piece of the puzzle of the minor option 'International business environment'. Its objective is a sub-objective of this minor option.

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The ultimate objective of the module is to provide students with data and views over the economic, geographic and geopolitical specificities of the powers listed and to show the contributions and the influences of these specificities on the development and the progress of international business activities within and with these countries and/or regions. Meanwhile, students should learn how to analyze a country profile and what such an analysis implies for international business. Worthy to mention that this module is one piece of the puzzle of the minor option 'International business environment'. Its objective is a sub-objective of this minor option.

LEADERSHIP AND CHANGE (ESCALE 3)

3 crédits ECTS

LEADERSHIP AND CHANGE

UNIVERSITE : BBS/VBS

CODIFICATION ECTS : BMGDP040

RESUME DU COURS

We will be working on your leadership skills. In teams, you will be working on Business Plan and Business models for international investors and stakeholders. We will be learning how to work in complex international situations (International B to B or B to States' contracts).

RESUME DU COURS EN ANGLAIS :

We will be working on your leadership skills. In teams, you will be working on Business Plan and Business models for international investors and stakeholders. We will be learning how to work in complex international situations (International B to B or B to States' contracts).

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Be able to cope with different talents and with human capital.
Be able to make the difference between a manager and a leader
Be able to present a Business Plan to investors and different kinds of stakeholders.
Be able to study specific and different types of sectors.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

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MÉMOIRE ET MÉTHODOLOGIE DE RECHERCHE (ESCALE 3) 14 crédits ECTS

RESEARCH METHODOLOGY IN MANAGEMENT SCIENCE

UNIVERSITE : BBS/VBS

CODIFICATION ECTS : BMGRH059

RESUME DU COURS

Le module « Méthodologie de recherche » accompagne l'étudiant tout au long des travaux qu'il effectue dans le cadre de son mémoire de recherche. A travers le mémoire de recherche, l'étudiant doit développer une vision critique et constructive des problématiques managériales. Pour cela il doit être capable de repérer et hiérarchiser les problèmes, sélectionner et synthétiser l'information, proposer des hypothèses d'étude, définir une méthodologie de recherche adaptée et proposer des recommandations en s'insérant dans un cadre scientifique méthodique. L'étudiant doit démontrer à travers le mémoire de recherche sa capacité à construire un raisonnement, sa capacité à conjuguer approche théorique et approche empirique ainsi que sa capacité à mettre en oeuvre une méthode rigoureuse. Il doit également à travers cet exercice démontrer sa capacité à gérer un projet sur le long terme.

RESUME DU COURS EN ANGLAIS :

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

Capacité à construire un raisonnement o Appréhender la complexité des situations professionnelles o Identifier et caractériser une problématique managériale o Trouver des solutions nouvelles à des situations managériales complexes Capacité à conjuguer approche théorique et approche empirique : o Mettre en relation cadres théoriques et observations terrain o Conjuguer réflexion et action o Donner du sens aux données issues du terrain en les insérant dans un cadre théorique Capacité à mettre en oeuvre une méthode rigoureuse o Mener une revue de littérature structurée o Savoir collecter, analyser, synthétiser et structurer des données o Choisir et mettre en oeuvre une méthodologie scientifique pertinente o Mesurer les limites et perspectives de ses travaux de recherche Capacité à développer son esprit critique o Sélectionner, synthétiser et mettre en perspective l'information o Identifier les biais méthodologiques ainsi que les limites des travaux de recherche o Imaginer des pistes et perspectives nouvelles pour de futurs travaux de recherche Maîtrise de l'expression écrite et orale

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

METTRE EN OEUVRE UNE VISION STRATEGIQUE (ESCALE 3)
3 crédits ECTS

STRATEGIC MANAGEMENT : IMPLEMENTATION

UNIVERSITE : BBS/VBS

CODIFICATION ECTS : GMM1206EFZ

RESUME DU COURS

Le premier module de stratégie a permis aux étudiants de maîtriser les outils d'analyse et de choix stratégiques ainsi que les étapes de la démarche de réflexion stratégique. Ce second module va permettre d'approfondir certaines actions stratégiques en insistant sur les méthodes de mise en oeuvre.

RESUME DU COURS EN ANGLAIS :

The first strategy module enabled the students to master the analysis tools and strategic choices as well as the different steps of the reflection strategy. This second module will give them the opportunity to go into more details on subjects like strategic action, insisting on application methods.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

A l'issue du module, les étudiants seront capables de mener une réflexion approfondie sur les actions stratégiques suivantes et d'en connaître les méthodes de mise en oeuvre :

- croissance interne
- externalisation- sous-traitance
- alliances
- fusions / acquisitions

les problématiques d'organisation et de conduite du changement seront maîtrisées.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

At the end of this module students will be able to have a global view on the following strategic actions :

- internal development
- Outsourcing
- cooperation
- Merger and acquisitions

organisation and Implementation of change will be understood

**STRATÉGIE : SIMULATION (ESCALE 3)
3 crédits ECTS**

STRATEGIC MANAGEMENT : BUSINESS GAME

UNIVERSITE : BBS/VBS

CODIFICATION ECTS : BMGST034

RESUME DU COURS

Ce cours permet une simulation de gestion d'une entreprise dans un contexte hautement concurrentiel.

RESUME DU COURS EN ANGLAIS :

This course is an opportunity to simulate the management of a firm in a highly competitive environment.

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS

- 1 bâtir, évaluer et faire évoluer une stratégie
- 2 prendre des décisions de gestion et en comprendre les conséquences
- 3 travailler en équipe

OBJECTIFS PEDAGOGIQUES ET/OU PROFESSIONNELS EN ANGLAIS :

being able to :

- 1 build and change a strategy
- 2 take decisions
- 3 work on a team