

1. Professor: Mr PETER RICHARDSON

2. Overview and objectives

- A general knowledge of how business is organized and carried on, good sense applied to business decisions
- Developing and defending business solutions

3. Targeted skills

- To provide training in real-life management through the case-study method. Through case studies and analyses of documents, students gain an understanding of business functions and how businesses are organised. The focus is on problem-solving, decision-making and effective communication.

4. Prerequisites

Knowledge of global business: principles and functions and International Management

5. Level: Master 2

6. Course description and lesson plan

The course is centred on business case studies faced by companies in different sectors, and it covers the main functional areas of management. Each session is themed and involves the presentation of a case study followed by discussion, practical tasks and the presentation of solutions to the problems posed.

Case studies:

- 1) “SIS parking”: management style, how to avoid conflict and assert company values
- 2) “The under-productive team”: optimizing productivity and motivating the workforce
- 3) “XM fertilisers”: planning a new strategy in a changing international market
- 4) “The fashion channel”: strategy required to build and implement a new marketing initiative

The course is themed on practical application and so on heuristic learning and teamwork.

7. Teaching methods

The course introduces real case studies followed by practical tasks related to decision-making and implementation.

8. Examination and assessment

Objectives of exam: Developing and defending business solutions.

Mid-term examination: 40%

Final examination: 60%: written questions concerning description and decision-making (case-study) on the various themes

9. Bibliography

Course supports, management case studies & business news publications