

1. Professor: Mr. JEAN-PIERRE CAPLAT

2. Overview and objectives

To identify the geopolitical challenges on the International ground

To acquire the keys for an export strategy development

To manage the setting-up of a company (start-up)

3. Targeted skills

The marketing and distribution policy for an overseas unit

The legal constraints of a foreign market

Market prospecting

The local financial and legal setting-ups

4. Prerequisite

Economics, Law, Finance basic knowledge pre-requisites

5. Level: Bachelor 3

6. Course description and plan

1) Geopolitical overview

2) Definitions

3) Company strategies

4) Company management

5) Entrepreneurial project

6) Implementation

7. Teaching methods

Courses, business cases, article analysis, company data benchmark

8. Assessment methods

Continuous assessment: 40% - business case

Final exam: 60% written exam

9. Bibliography

Management

Stephane Becuwe, Commerce international et politiques commerciales, Armand Colin, 2006

Richard Soparnot, Management des entreprises, Dunod, 2009

Brice Mérieux, Gestion commerciale

Jean Simonet, Pratique du management en Europe, Editions d'organisation, 1992

Alberic Hounounou, 100 fiches pour comprendre le Management, Bréal, 2011

Franck Brulhart, Les 7 points clés de la croissance de l'entreprise, Eyrolles, 2011

Pierre Mora, Diagnostiquer son entreprise, Editions d'organisation, 2011

Company setting-up

Valérie Froger, Le guide complet de la création d'entreprise, L'entreprise, 2011
Michel Coster, Entrepreneuriat, Pearson Education, 2009
Xavier Bouvier, Créer son entreprise, Nathan Scolaire, 2009
Laurence de Percin, Créer sa boîte pour les nuls, Editions Générales First, 2007
Geraldine Benoit-Cervantes, La boîte à outil de l'innovation, Dunod, 2008
Dov Ogien, Gestion financière de l'entreprise, Dunod, 2008

Business Intelligence

Alphonse Carlier, Intelligence économique et Knowledge management, Afnor, 2012
Daniel Rouach, La veille technologique et l'Intelligence économique, PUF, 3^e éd. 2004
Eric Delbecq, La guerre économique, PUF, 2011
Eric Delbecq, L'intelligence économique, PUF, 2006
Romain Dumas, Intelligence économique d'entreprise, Editions Francis Lefebvre, 2011

Project management

Thierry Picq, Manager une équipe Projet, Dunod, 2011
Lionel Bellenger, Piloter une équipe Projet, ESF Editeur, 2004

Cheol Eun, International financial management, Mcgraw-Hill Publ.Comp., 5th ed. 2008
S. Tamer Cavusgil, International business, Prentice Hall, 2nd ed. 2011
Ulrike Mayrhofer, International management, Pearson Edition, 2011
Adam Lashinsky, Inside Apple, Dunod, 2012
S.A. Ross, Corporate Finance, Dunod, 2005
Gerald Albaum, International marketing and export management, Dunod, 2005
Daniel Rouach, Incubators of the world, Village Mondial, 2010
Arvind Phatak, Fundamentals of International Management, McGraw-Hill College, 2004
Edward Elgar, International marketing
John Malcolm Samuels, Management of company finance, Nelson, 1980
Stephen Robbins, Fundamentals of Management, Prentice Hall, 5th ed., 2004
Gary Hamel, The future of Management, Harvard Business School Press, 2007

Strategies

Jean Paul Lemaire, Stratégies d'internationalisation, Dunod, gestion sup, 2003
Michel Gervais, Stratégie de l'entreprise, Economica, 5e ed. 2003
Johan Bouglet, Stratégie d'entreprise, Gualino Editeur, 2010
Le Figaro Economie, 60 stratégies d'entreprise à la loupe, Dunod, 2009
Maryse Salles, Stratégie des PME et Intelligence économique, Economica, 2003
Philippe Mouillot, Stratégie de l'entreprise, Gualino Editeur, 2007

Betty Jane Punnett, Experiencing International Business and Management, M E Sharpe Inc, 2005
Philip Kotler, A Framework for Marketing Management, Pearson, 2009
Bennet P. Lientz, International Project Management, Academic Press Inc, 2002