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**1. Professor:** Mr. IAN CORNS

**2. Overview and objectives**

In a rapidly changing world, companies that operate across national boundaries are increasingly the norm: domestic businesses serving local markets tend to be smaller, less innovative, less profitable, than those that roam the world searching for favourable opportunities. On the other hand, there are bigger hazards in unfamiliar territories and intelligence is required to assess markets, capital requirements, financing methods, risk, marketing techniques, and organisational forms, to enable the opportunities to be seized.

This course aims to provide frameworks, techniques and examples to help you participate successfully in the exciting and risky world of international business.

**3. Targeted skills**

- Acquire a global vision of Management
- Acquire the fundamentals of International Management
- Learn the mechanisms of International Management
- Analyse the principles underlying decisions to invest abroad
- Explain some of the reasons why marketing and pricing strategies can succeed or fail according to the conditions in different countries

**4. Prerequisite**

Bachelor 2 Level

**5. Level:** Bachelor 3

**6. Course description and plan**

1) Management Basics

- Introduction and Concepts
- Features – Levels – Objectives
- Management functions review
- Management principles

2) International Business Management (part 1)

- Financial key metrics – Key business indicators
- Sales and customers values
- Market segmentation and potential business outcomes
- Risk management approach

3) International Business Management (part 2)

- Company organization and HR structure
- International remote management
- Cooperation – Coordination and control effectiveness
- Multicultural management overview

4) International Project Management

- International project: definition and launch
- Project organization: teams and leadership
- Project plan
- Efforts management

- Global projects issues
- Examples – Q and A

5) International Marketing Management

- Economic and socio-cultural aspects
- Political and legal issues
- Product policy
- Pricing policy
- Distribution policy
- Communication

**7. Teaching methods**

The programme is delivered through lectures including examples/case studies. Participants are expected to undertake at least some time per week of independent study.

**8. Examination and assessment**

Assessment is through a group project and presentation, and a final exam.

Group Project: 40%

Final Exam: 60%

**9. Bibliography**

Charles Hill, International Business: Competing in the Global Marketplace, McGraw-Hill/Irwin, 2011, 8<sup>th</sup> edition

Fons Trompenaars, Charles Hampden-Turner, Riding the waves of culture, Nicholas Bradley Publishing, 1997

Mijnd Huijser, Cultural advantage: a new model for succeeding with global teams, Nicholas Bradley Publishing, 2006

Richard Mead, Tim G. Andrews, International Management, Wiley-Blackwell, 2009, 4<sup>th</sup> edition

Christoph Limbersky, Market entry strategies, Management Laboratory Press, 2008