

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
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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
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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 Delbecque, La guerre économique, PUF, 2011
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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
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Adam Lashinsky, Inside Apple, Dunod, 2012
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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
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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