

**Master Affaires et Management International
(M2 AMI)**

Titre du Cours : **International Management**

Course Title:

Heures : 20

Lecture hours:

ECTS Credits: 2

Enseignant : M. Alain Tobelem, PhD, HDR

Instructor:

➤ **CONTENU ET OBJECTIFS PÉDAGOGIQUES DU COURS**

DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE

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Business today is getting organised around a new paradigm. This is due to the globalisation process that is changing simple competition into hyper competition. A new context where management concepts and practices cannot be the same. Impulsed by the NTIC and the freedom of action of all private economic actors, this situation includes dangerous hurdles that must be dealt with. Main hurdle is due to the lack of global governance and government. Students will get familiar with this new context and they will understand how managers should change their organisational behaviour.

- Today context of global business, the world economy going from national to global influences substantially the way to carry out business today
- Tools and reinvention necessary to « go global today »
- By the end of the course the students will have a good understanding of the context, the meaning of global business and how to restructure corporations to win instead of having to suffer from the globalisation process

➤ **Liste des sujets ou résumé des séances**

TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

Course Topics

The globalisation process and the new business context
The changing paradigm for organisations structuring and functioning
Project-based organisations versus traditional function-based ones
Reinventing human resources relationships

➤ **METHODES D'EVALUATION (CONTROLE CONTINU)**
EVALUATION AND GRADING

- Participation, including group work and attendance 50%
- Final exam 50%

➤ **BIBLIOGRAPHY**

Helen Deresky *International Management: Managing Across Borders and Cultures, Text and Cases (2013)*

ISBN: 978 0134376042

Fred Luthans & *International Management: Cultures, Strategy, and Behaviour*

Jonathan P.b Doh McGraw Hill, 2012

ISBN: 978 0077862442