

MASTER
Management de l'hôtellerie internationale

Titre du cours : International Business

Course title:

Nombre d'heures : 12,00

Lecture hours:

RESUME DU COURS / COURSE OVERVIEW

This course focuses on the international development of companies. The following topics will be developed: identification of business opportunities in a global environment; elaboration of an internationalisation strategy; characteristics and choice of market entry modes; organisational structures for international activities; implementation of the global value-chain.

PRE-REQUIS / PREREQUISITES

None.

COMPETENCES ACQUISES A LA FIN DU COURS / LEARNING OBJECTIVES

Know how to identify business opportunities in a global environment
Be able to elaborate an internationalisation strategy
Explain the choice of market entry modes
Compare organisational structures for international activities
Analyse characteristics of the global value-chain

EVALUATION (CONTROLE CONTINU = MIN. 2 EPREUVES) / ASSESSMENT AND GRADING (Min. 2 tests)

	Percentage / Weight	Type
Epreuve 1 / Assessment n° 1	70%	Etude de cas / Case study
Epreuve 2 / Assessment n° 2	30%	Présence / Attendance
Epreuve 3 / Assessment n° 3		
Epreuve 4 / Assessment n° 4		
Epreuve 5 / Assessment n° 5		
TOTAL	100%	

REFERENCES BIBLIOGRAPHIQUES ET SUPPORTS PEDAGOGIQUES / BIBLIOGRAPHY AND SUPPORT MATERIALS

Type	Libellé / Details (indiquez le code ISBN pour les ouvrages / Please insert ISBN code for books)	
Obligatoire / Mandatory	Dominguez, N. & Mayrhofer, U. (2017), "Neolid" case-study, CCMP.	
Obligatoire / Mandatory	Hertrich, S. & Mayrhofer, U. (2015), "Audi" case-study, CCMP.	
Facultatif / Optional	Cavusgil, T. et al. (2016), International Business, Pearson.	1292152834
Facultatif / Optional	Mayrhofer, U. & Urban, S. (2011), Management international, Pearson.	2326000285