

MASTER
Management de l'hôtellerie internationale

Titre du cours : Strategic Analysis and Business Model

Course title:

Nombre d'heures : 24,00

Lecture hours:

RESUME DU COURS / COURSE OVERVIEW

This course explores several facets of business strategy and the significance of strategic analysis for organisations working in international markets. Firstly, it introduces the theories and concepts of organisational strategy. Secondly, this course provides not only strategic insights of exports, joint-ventures, licences, subsidiaries, franchising but it also addresses the importance of assessing the organisation's external business environment for international business. Thirdly, it addresses different generic strategies employed in several sectors of business, and how these strategies offer competitive advantages for business level and corporate level strategies. Lastly, this course offers not only some insights for assessing the organisation's business models in today's rapidly changing business environment, but it also addresses how strategic analysis can leverage businesses to facilitate value propositions to consumers in international markets

PRE-REQUIS / PREREQUISITES

Knowledge of strategic management would be beneficial

COMPETENCES ACQUISES A LA FIN DU COURS / LEARNING OBJECTIVES

This course aims to introduce students to the external and internal factors which significantly influence an organisation and its various business functions. The course is designed to address the importance of assessing external business environments for integrating organisation's structure and its various resources to underpin competitive corporate strategies. In addition, it also demonstrates the how strategic analysis can facilitate businesses to seek transnational strategies for their international operations and create global platforms in international markets.

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

	Percentage / Weight	Type
Epreuve 1 / Assessment n° 1	10%	Présence / Atte
Epreuve 2 / Assessment n° 2	20%	Participation
Epreuve 3 / Assessment n° 3	35%	Oral / Oral test
Epreuve 4 / Assessment n° 4	35%	QCM / Multiple
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)
Recommandé/Recommen	Aaker, D., & McLoughlin, D. (2010). Strategic market management: Global perspectives. (First Edition), Chichester, England: John Wiley & Sons. ISBN - 10: 0470689757; ISBN - 13: 978-0470689752
Recommandé/Recommen	David, F (2012) Strategic Management: Concepts and Cases, (Thirteenth Edition), Upper Saddle River, USA: Prentice Hall. ISBN - 10: 0136120989; ISBN - 13: 978- 0136120988
Recommandé/Recommen	Thompson, A., Peteraf, M., Gamble, J, & Strickland III, A. Janes, A., & Sutton, C. (2013). Crafting and executing strategy: The quest for competitive advantage: Concepts and cases. (Thirteenth Edition), Maidenhead, England:
Recommandé/Recommen	Verbeke, A. (2013). International business strategy. (Second Edition), Cambridge, England: Cambridge University Press. ISBN - 10: 1107683092; ISBN - 13: 978- 1107683099.