

<b>Course identification :</b>	<b>- Teaching unit : TU2 International Environment</b> <b>- Module : Strategy &amp; Management</b> <b>- Subject : International Strategies – Theorie &amp; case studies</b>	<b>ECTS credits : 5 credits, together with Intercultural aspects of strategies</b>	<b>Semester : spring</b> <b>Teaching hours : Full workload : 36</b>
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<b>Objectives of the course :</b>	To introduce for the students main concepts of the business strategies and strategic management. Course topics will cover both multi-national enterprises and small firms. 12 Academic hours
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<b>Prerequisites :</b>	Basic understanding of functioning of business enterprise. Basic knowledge of bookkeeping.
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<b>Course contents :</b>	<ol style="list-style-type: none"> <li>1) Entrepreneurial strategy</li> <li>2) Strategic view and historic perspective</li> <li>3) Corporate strategy</li> <li>4) Competitive advantage</li> <li>5) Vision and mission</li> <li>6) Mapping of social networks</li> <li>7) Macro and industry dynamics</li> <li>8) Globalization</li> <li>9) Industry analysis</li> <li>10) Dynamic characteristics of the external context</li> <li>11) Resources capabilities and activities</li> <li>12) Dynamic capabilities</li> <li>13) Value chain</li> <li>14) Innovation and integration in value chain</li> </ol>
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<b>Evaluation :</b>	Classroom participation, written (group) tasks. The course ends with a written examination.
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<b>Bibliography :</b>	<p>Crafting &amp; Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases (Crafting &amp; Executing...Jan 20, 2015 by Arthur A. Thompson Jr, Margaret Peteraf Leon E. Williams Professor of Management, John E Gamble and A. J. Strickland III</p> <p>Strategic Management: Concepts Jan 9, 2014   Student Edition by Frank T. Rothaermel The Nancy and Russell McDonough Chair; Professor of Strategy and Sloan Industry Studies Fellow</p> <p>Different editions of textbooks from the same authors.</p>
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<b>Remarks :</b>	
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