



## Course form to fill in (2025)

### **Course title:**

INTRODUCTION TO INTERNATIONAL BUSINESS AND MANAGEMENT

### **Staff responsible for the course:**

Farah HEFIED

### **Lecturers:**

First Name + Name  
Jacob VAKKAYIL

## 1) **COURSE PRESENTATION**

### **Aims:**

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

### **At the end of the course, the student should be able to:**

- Identify key elements of international business environment including its social, political and economic aspects.
- Describe important management concepts from an international perspective
- Recognize how national or regional synergies can be leveraged to provide goods and services across markets
- Analyze challenges and opportunities involved in new market entry and cross-border entrepreneurship
- Examine ethics and responsibility issues inherent in international business with a focus on stakeholders
- Identify personal development strategies for functioning effectively in international business settings

### **Prerequisites:**

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Openness to critically explore multiple perspectives concerning socio-economic context of business

### **Course contents:**

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

This course will explore important aspects of international business for those interested in broadening their perspectives. Initially, participants will explore major global forces influencing business operations. Then, they will learn how business strategies are formulated by combining internal strengths with differences

inherent in market demands in various national and geographic contexts, considering how various management functions need to respond to specific requirements of internationalization. In doing this, they will analyse various challenges and opportunities associated with internationalization to leverage business and economic synergies. Finally, participants will explore complexities of responsible business practices in the global context with important differences in values. Throughout these discussions, participants will consider the importance of culture as an underlying factor that affects all aspects of business.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	+2h of corporate session
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	10	
- <i>Individual Projects</i>		
- <i>Personal work</i>	10	
<b>Total working time for the student</b>	<b>38</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials

Visits

#### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

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List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			50
	Mid-term exam (MIDT)			
	Participation (PARTN)			
	MCQ			20
<u>Final exam</u>	Oral final exam (ORAL)			
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)			30
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
<b>Total</b>				<b>100%</b>

#### 5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

<b>Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):</b>
None

<b>Reviews :</b>
Cases and articles used during the sessions will be handed out in class

#### Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
Important internet resources will be provided on the course page on "My Courses" platform	