

Fiche de cours 2026-2027

Bloc 1

Niveau CEC 6

Code UE ERA121

Nom de l'UE International Business Strategy (Fall)

Responsable(s)

Enseignant(s) Etienne BARBIEUX

Crédits ECTS 5.0

Quadrimestre 1

Obligatoire Oui

**Catégories
compétences**

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

**Compétences visées
du référentiel**

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs)

C3.3. Implement strategic and operational marketing adapted to the multicultural dimension and the various environmental constraints.

C4.3. Conduct a strategic analysis of the company's commercial situation and its international environment, and make import or export recommendations.

C5.1. Plan the various stages related to the development of an import-export strategy. Raise students' awareness of the complexity of international trade operations. Familiarize them with international marketing techniques and prospecting methods, both in consumer goods markets and B2B markets, for regular trade operations, project-based operations, equipment sales, and technology transfers, whether conducted physically or digitally. Integrate internal and external data into an international development strategy.

At the end of this course, students will be able to:

- Understand and apply core concepts of international business strategy across diverse environments.
- Analyze the impact of geopolitical, economic, legal, environmental, and intercultural factors using frameworks like PESTEL and Hofstede.
- Evaluate market entry options and justify strategic choices based on company profile, industry, and risk factors.
- Develop international marketing, supply chain, and financial strategies adapted to real-world contexts.
- Interpret and apply financial indicators (e.g. working capital, ROI, NPV) to support global investment decisions.
- Assess ESG challenges and propose responsible, sustainable international business practices.
- Collaborate in teams to analyze real company cases and propose actionable international development strategies.
- Use professional vocabulary and concepts specific to international strategy, trade, finance, and operations.

Contenu The course covers the fundamentals of international business, including trade theories, market entry strategies, risk management through PESTEL analysis, intercultural communication, international marketing, global supply chains, finance and investment strategies, and ESG practices. Students will also explore how companies succeed in turbulent environments. At the end of the semester, they will present a teamwork project that synthesizes course content and supports their International Business Project (ERA122).

Méthode d'enseignement The course combines core theoretical concepts with real-life implementation and case analysis from international companies. Students will actively engage through regular quizzes, teamwork assignments, and practical exercises designed to apply what they learn. The approach emphasizes both strategic understanding and operational insight into today's global business challenges.

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
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Support de présentation	Slide deck has been develop to cover all aspects of this course.
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Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
30	Evaluation permanente du premier quadrimestre	Ensemble de devoirs ou travaux
70	Evaluation de fin de premier quadrimestre	Epreuve écrite

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve orale

**Commentaires concernant les
évaluations**