

Fiche de cours 2026-2027

Bloc 1

Niveau CEC 6

Code UE ERA122

Nom de l'UE International Business project (Fall)

Responsable(s)

Enseignant(s) Claire BAILLET

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) This course is an application of theoretical concepts viewed in the International Business strategy completed with concrete cases studies. The students will be asked to develop an export strategy for a local company aiming at expanding. By the end of this course, students will be able to:

- **Analyze an international market** and identify the opportunities and challenges.
- **Develop a strategy of growth** by revisiting the company's strategic development **applying theoretical concepts learned in the International Business Strategy course.**
- Define **target markets, strategic partners and required resources**
- **Build a marketing plan and outline financial projections**
- **Work effectively in multicultural teams** and coordinate complex tasks to achieve common goals.
- **Clearly and professionally communicate** analyses and recommendations through written reports and oral presentations
- **Apply project management skills**, including planning, time management and task delegation, in an international context.

Throughout the course, students will progressively develop the following skills:

- **Ability to conduct targeted market analysis**, identifying the specific opportunities, risks and evaluate the size of the opportunity including consumers trends and distributors ecosystem.
- Develop a business strategic approach, developing intrapersonal skills across multi cultural set up
- **Project management skills**: Planning, organizing, and executing an import project within the given time and resource constraints.
- **Interpersonal communication skills**: Managing the dynamics of a multicultural team, resolving conflicts, and integrating contributions from all members to achieve a common goal.

Contenu The International Business Project course content is organized around the key stages of developing a product export project:

- **Market Analysis**: Identifying the characteristics of the local market, analyzing consumers, competitors and distribution channels, understanding regulations, economical and cultural aspects.
- **Application of International Business Strategy concepts**: Develop a realistic marketing plan for the company to export. Create an operational plan for the company including the following aspects : communication plan, distribution, logistics, ,...
- **Communication and Presentation**: Developing your presentation skills, and writing professional reports.

Méthode d'enseignement The course is designed around an active and participatory pedagogical approach:

- **Teamwork**: Students work in multicultural teams, encouraging the exchange of ideas and collaboration among diverse cultural and academic backgrounds.
- **Practical Project**: Each team is responsible for exporting a specific company outside of the local market where the entreprise is currently operating.
- **Personalised Guidance**: The professor sets intermediate deadlines and provides regular feedback, guiding students throughout the project to help structure their approach and

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overcome 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
Support de présentation	The general project guidelines, the specific guidelines for the different phases of the project, the calendar, the PowerPoint presentations.

Supports de cours complémentaires

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

Forme	Description
Livre	Erin Meyer, Culture Map

Modalités d'évaluation générales

%	Période	Nature
80	Evaluation permanente du premier quadrimestre	Epreuve écrite et/ou orale
20	Evaluation permanente du premier quadrimestre	Participation active aux activités pédagogiques en présentiel

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les - Class **attendance is compulsory.**

évaluations - Students must be part of a team to be assessed. **No student will be allowed to work alone.**

- Evaluation will also be conducted individually based on **attendance, engagement in the team's project**, and the **ability to present the project orally**.