

# International week (WEEK01\_IIBM)



## Présentation

### Objectifs

The goal of this module is to :

- \* enable students to know how to conduct a project with the relevant processes, tools and techniques.
- \* Apply project management techniques and intercultural skills in the context of a serious game on international branding with students from different partner universities.

### Heures d'enseignement

|    |                 |     |
|----|-----------------|-----|
| TD | Travaux Dirigés | 52h |
|----|-----------------|-----|

### Plan du cours

- \* Market research classes, then the market study phase in the students' respective countries.
- \* Bringing together of the results and working on them during a week where the students will be physically in the same location : presentation to the key stakeholders at the end of the week.
- \* Virtual conference : Final dissertation and oral presentation of the results obtained.

### Compétences visées

On completion of the module, the student is expected to be able to :

**L01** : Develop the relevant project management plan

**L02** : Identify the project manager's responsibilities (communication, skills, ...)

**L03** : Manage stakeholders

**L04** : Develop the project schedule

**L05** : Create the cost management plan

**L06** : Create the risk register

**L07** : Be able to work in a multi-cultural team

**L08** : Structure a project at a distance

**L09** : Create an international branding plan

## Infos pratiques

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### Lieux

➤ Annecy-le-Vieux (74)