

Expand & market businesses internationally (GEST703_ITMICY)



En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

1. Understand the company and its original environment:
 - o Analyze the current state of the company's activity.
 - o Design a Business Model Canvas.
 - o Conduct a competitive analysis and SWOT analysis.
 - o Formulate and justify improvement proposals for the company.
2. Scan and understand the target international market:
 - o Analyze international market components: competitors, customers, partnerships, ecosystem, etc.
 - o Develop an internationalization strategy.
3. Propose a complete implementation strategy:
 - o Develop a comprehensive strategy proposal.
 - o Justify strategic choices made.

4. Convince your audience:
- o Deliver a professional presentation to a jury.
 - o Respond effectively to questions and answers.

Heures d'enseignement

CM	Cours Magistral	13,5h
TD	Travaux Dirigés	13,5h

Pré-requis obligatoires

Basic understanding of business principles and international markets.

Plan du cours

Phase 1: Project Launch

- Introduction to the module: objectives, organization, evaluation criteria, and work sequencing.
- Introduction of case studies and group formation, defining roles.
- Academic Inputs: Business Model Canvas, Porter's Five Forces, PESTEL Analysis.

Phase 2: Understanding the Company and Its Original Environment

- Utilize diagnostic tools and prepare relevant questions.
- Company Meeting: Presentation and Q&A session.
- Update diagnostic tools (BMC, Porter, PESTEL).
- Formulate and justify improvement proposals.

Phase 3: Scanning the International Target Market

- Academic Inputs:
 - Market analysis methodology: competitors, customers, partnerships, ecosystem, etc.
 - Internationalization strategies.
 - Criteria for selecting an implementation strategy.
- Conduct study on identified target market / Group discussion and feedback.
- Synthesize analysis into documents (Deliverable 4: Analysis of ongoing internationalization strategy + target market analysis).

Phase 4: Proposing an Implementation Strategy

- Propose a step-by-step market penetration strategy.
- Justify choices and explore optimization possibilities with the initial market.
- (Deliverable 5: Recommendations for the company integrating SWOT analysis).

Phase 5: Convincing Your Audience

- Academic Inputs: Effective pitching techniques.
- Mock Presentation: Rehearsal, feedback session, improvement strategies.
- Final presentation before a jury and Q&A session (Technolac).

Compétences visées

- Strategic analysis and proposal development.
- Market scanning and internationalization strategy formulation.
- Professional presentation and communication skills.
- Critical thinking and problem-solving abilities.
- Teamwork and collaboration.

Bibliographie

1. "Business Model Generation" by Alexander Osterwalder and Yves Pigneur.
2. "Competitive Strategy: Techniques for Analyzing Industries and Competitors" by Michael E. Porter.
3. "Global Marketing Management" by Warren J. Keegan and Mark C. Green.
4. "International Business: Competing in the Global Marketplace" by Charles W. L. Hill and G. Tomas M. Hult.
5. "International Marketing" by Philip R. Cateora, John Graham, and Mary C. Gilly.

Libellé court : GEST703_ITMCY

Nature : EC

Infos pratiques

Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Contacts

Responsable du cours

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