International issues in management

Présentation

Objectifs

This module aims to enable the student to acquire a structured overview of international management in order to understand the key issues of each business function as well as to prepare relevant decisions.

Heures d'enseignement

International issues in management - TD
Travaux Dirigés 20h

Pré-requis nécessaires

The student should have a basic knowledge of management, organization structure, marketing, finance, and international environment.

Plan du cours

* Why and how to go international for a company.

Compétences visées

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

L01: Embrace both the complexity and unity of international management.
L02: Master and analyze the key factors to develop a policy for each business function.
L03: Identify reliable sources and obtain useful data.
L04: Prepare relevant decisions.
L05: Set appropriate and effective operational processes.

Infos pratiques

Lieux

Annecy-le-Vieux (74)
Campus

➤ Annecy / campus d'Annecy-le-Vieux