International issues in management

En bref

- **Langues d’enseignement:** Anglais
- **Forme d’enseignement:** Travaux dirigés

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