

« MASTER'S DEGREE 1 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL *DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE*

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

ISSUES IN INTERNATIONAL TRADE AND BUSINESS

TEACHER :

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TEACHING OBJECTIVES:

As is the case for many of my courses, this course rests mostly on 2 main sources of documents: professional articles and paper reviews on the one hand, and video documents on the other. The 2 sources of base documents we work from offer pedagogical diversity, and at the same time enable the student to form a true opinion based on different aspects of a given topic. The obvious goal is to trigger and develop as much as possible of the student's ability to analyse, synthesize and thus reflect upon the various angles of approach provided within the course. The course is organized along several general topics usually following the most important economic movements of the pre and post-2008 era.

PREREQUISITE:

None

COURSE OUTLINE AND GENERAL DESCRIPTION:

The course is organized along weekly meetings, or sometimes meets bi-weekly, depending on overall schedule of the Master's program. The sessions last 3 hours each, and the course volume is usually 20 to 25 teaching in the fall. The students are asked to complete advance reading each time prior to the meetings, with reading handed out to them at least one week prior to meeting discussion.

Each reading is organized around a specific topic, which is then introduced, explained and discussed in the meetings. Students are asked to exert critical thinking and analysis in order to form a group opinion in view of debating on the topic.

Depending on importance and scope of economic topic, some issues discussed can extend over more than one single session. Also, additional economic and/or business news documents (videos) can be played in order to facilitate student understanding of a given issue. Likewise, students are asked to think critically and provide perspectives along with matching justifications.

Examples of topics tackled in the Fall semester (list is indicative, topics not in chronological order):

- Innovation in foreign subsidiaries and disruptive innovation
- Management evolutions in the digital age
- How AR will change our lives and businesses : From AR to MR ?
- The power of failure: managers and the benefits of adversity
- The Sharing economy and its implications for Int'l business

Please note:

1. Within this course, a PPT (or alike) presentation will be asked from each student individually; they are carried out individually in the Fall semester in order to place the students in the optimal conditions to learn and use the PPT guidelines provided at the beginning of the semester. Regarding the PPT topics: the students have to decide on a given economic issue that they wish to present and share with the group in the Fall semester. A schedule is set up as of the second week of the course, this way the students can organize their PPT preps while knowing exactly when they will present, which will help them integrate this assignment inside their overall workload. Please note that the the instructor must be made aware of the topic the students wish to investigate, so there needs to be efficient and reactive student-instructor communication . Once the instructor gives the go-ahead, the students have to design a presentation along specific guidelines provided to them at the beginning of the university year. They then have on average 2 to 4 weeks to produce their PPT and then present it to the group.

2. All topics deemed fit by the instructor can be tentatively selected. Prep work is oriented in such a way that students gradually acquire and/or deepen the necessary knowledge and thinking process to best tackle the Master's 2 year and, ultimately, practice the reflection and decision-making in their analyses that they will need once they are autonomous working

professionals. Although course topics are decided ahead of time, depending on the latest economic developments, there may be changes /additions to the planned topics.

PLAN:

1 - Innovation in foreign subsidiaries and disruptive innovation
2 - Management evolutions in the digital age
3 - How AR will change our lives and businesses : From AR to MR ?
-The power of failure: managers and the benefits of adversity
4 - The Sharing economy and its implications for Int'l business

BIBLIOGRAPHIC ELEMENTS:

- **_ *International Business*, Mike PENG and Klaus MEYER, 2nd Edition / Cengage Learning Emea Publisher, 2016 / EAN-13 ISBN 9781473722644**
- **_ *International Business: Competing in the Global Marketplace 13th Edition*, Charles W.L. Hill / McGraw-Hill Education, 2021 / ISBN-10: 1260262588 / ISBN-13: 978-1260262582**
- - Documents drawn from specialized news sources will be used on a regular basis: Research papers extracts or abstracts, specialized press articles and reviews, comprehensive surveys from consulting firms (PwC, Mc Kinsey, KPMG...)
- - Excerpts from the 'Market Leader' series will be used (FT Publishing, Pearson), 3rd Edition: _Conventional yet highly useful resources will also be called upon, such as WordReference and Linguee, for example.