

« 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

INTERNATIONAL MANAGEMENT & E-BUSINESS AND THE 4TH INDUSTRIAL REVOLUTION

TEACHER:

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TEACHING OBJECTIVES:

This programme geared towards e-economy engineering is built for future decision-makers to have an in-depth understanding of evolving technologies and management approaches towards e- business models and behaviors, and the demands from new e-business activities that prompt the development of innovation and managerial competencies in order to elaborate business strategies and manage innovative projects.

Using a systemic approach – from origin to today – and introducing the fourth industrial revolution (4IR) challenges , the teaching objectives highlight in depth understanding of a number of key frameworks and developments that will be studied to gain visibility on the future evolutions and potential market developments.

The objectives prepare for a wide range of positions where critical thinking, intellectual agility and a multidisciplinary understanding of strategy-related issues are important including developing Business Intelligence Strategies.

PREREQUISITE:

None

PLAN:

A - From Industry 1.0 to Industry 4.0
A1 - Meeting the three industrial revolutions and their consequences on business forms
B - The dotcomtechbubble and analysis of their impact on the market place; lessons to be learned
B1 - Speculation and consequences
C - Breaking down the New Economy
C1 - The e-economy and the market place- From strategy to business modelling
D - New approaches to competitiveness in the 4IR economy. I Emerging technologies –
D1 - Understanding the Sharing Economy and the consequences & societal challenges

BIBLIOGRAPHIC ELEMENTS:

- Manias, Panics and Crashes: *A History of Financial Crises*, Sixth Edition.
- *Innovation Management* by Keith Goffin, Rick Mitchell Published September 1st 2005 by Palgrave MacMillan.
- *The Bubble Economy: Is Sustainable Growth Possible?*, Robert U. Ayres.
- *The Fourth Industrial Revolution* - Professor Dr.-Ing. Klaus Schwab.
- *The Third Industrial Revolution: How Lateral Power Is Transforming Energy* - Jeremy Rifkin Published September 27th 2011 by Palgrave MacMillan.
- *The Internet Bubble: Inside the Overvalued World of High-Tech Stocks--- And What You Need to Know to Avoid the Coming Shakeout* by Anthony B. Perkins, Michael C. Perkins Published November 3rd 1999 by Harper Business.
- *We-Commerce: How to Create, Collaborate, and Succeed in the Sharing Economy* by Billee Howard Published December 1st 2015 by Tarcher Perigee.
- *E-Business* by Michael J. Cunningham Published May 6th 2002 by Capstone Publishing.
- *International E-business Marketing* by Richard Fletcher, Jim Bell, Rod McNaughton, Rod B. McNaughton.
- *Leadership & Managing People Special Offer* by Harvard Business Review Michael E. Porter Nitin Nohri Katrina Lake and Paul Daugherty.
- *How to Develop a Talent Pipeline for Your Digital Transformation* by Jeff Kavanaugh and Ravi Kumar S. November 27th, 2019.