

« 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

MANAGING INTERNATIONAL BUSINESS OPERATIONS

TEACHER:

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TEACHING OBJECTIVES:

Students will be able to build a launch plan and present it to an executive board. He will be able to build a sales pitch and when dealing with a B to B offer to master all the sales process with the right strategy to put in place at each steps to maximize his chances for a positive outcome.

Across this journey, the student will get to know some key oral techniques through the impromptu speech exercise which will help him to think on his feet and to be able to articulate a consistent answer to any kind of questions in any kind of situations.

Operational business means being able to master sales and price management. A specific focus on price management will be provided as it's THE key lever to maximize profit.

Last but not least, Operations are more and more digitalized both from a back office and a front office prospective. At the end of the course, the students will understand how digitalization needs to be included at each steps of the operational business.

PREREQUISITE:

Students should master what are a business and marketing plans

Students are expected to have read the bibliographic elements provided hereunder.

PLAN:

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| 1 - Sales pitch presentations + Impromptu speeches |
| 2 - Impromptu Speeches (Techniques) & Presentation efficiency |
| 3 - What is a Marketing Plan? |
| 4 - How to launch a new offer? |
| 5 - Price management |
| 6 - Digital Marketing – Basics on SEO / SEA and e-Rep. |
| 7 - Email efficiency |
| 8 - Selling methodology |
| 9 - Sales pitch V2 + Impromptu speeches V2 (Practice) |

BIBLIOGRAPHIC ELEMENTS:

- 1) <http://sixminutes.dlugan.com/how-to-impromptu-speech/>
- 2) <https://magneticspeaking.com/how-to-give-an-impressive-impromptu-speech/>
- 3) <https://www.youtube.com/watch?v=HANw168huqA>
- 4) Magic of Impromptu Speaking: Create a Speech That Will Be Remembered for Years in Under 30 Seconds - Andrii Sedniev
- 5) 2000 Social Media Marketing Tricks: The Best Tips, Advice and Practices To Grow Your Business: Facebook, Instagram, YouTube, and More Paperback – November 3, 2018
- 6) The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd
- 7) Little Red Book of Selling: 12.5 Principles of Sales Greatness Hardcover – September 25, 2004
- 8) <https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/>
- 9) <https://hbr.org/2018/07/when-cost-plus-pricing-is-a-good-idea>
- 10) <https://www.profitwell.com/blog/value-based-pricing>
- 11) <https://www.priceintelligently.com/blog/bid/161610/competitor-based-pricing-101-the-necessities-and-your-pricing-strategy>