

Expand & market businesses internationally



En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

1. Understand the company and its original environment:
 - o Analyze the current state of the company's activity.
 - o Design a Business Model Canvas.
 - o Conduct a competitive analysis and SWOT analysis.
 - o Formulate and justify improvement proposals for the company.
2. Scan and understand the target international market:
 - o Analyze international market components: competitors, customers, partnerships, ecosystem, etc.
 - o Develop an internationalization strategy.
3. Propose a complete implementation strategy:
 - o Develop a comprehensive strategy proposal.
 - o Justify strategic choices made.

4. Convince your audience:
- o Deliver a professional presentation to a jury.
 - o Respond effectively to questions and answers.

Heures d'enseignement

CM	Cours Magistral	13,5h
TD	Travaux Dirigés	13,5h

Pré-requis obligatoires

Basic understanding of business principles and international markets.

Plan du cours

Phase 1: Project Launch

- Introduction to the module: objectives, organization, evaluation criteria, and work sequencing.
- Introduction of case studies and group formation, defining roles.
- Academic Inputs: Business Model Canvas, Porter's Five Forces, PESTEL Analysis.

Phase 2: Understanding the Company and Its Original Environment

- Utilize diagnostic tools and prepare relevant questions.
- Company Meeting: Presentation and Q&A session.
- Update diagnostic tools (BMC, Porter, PESTEL).
- Formulate and justify improvement proposals.

Phase 3: Scanning the International Target Market

- Academic Inputs:
 - Market analysis methodology: competitors, customers, partnerships, ecosystem, etc.
 - Internationalization strategies.
 - Criteria for selecting an implementation strategy.
- Conduct study on identified target market / Group discussion and feedback.
- Synthesize analysis into documents (Deliverable 4: Analysis of ongoing internationalization strategy + target market analysis).

Phase 4: Proposing an Implementation Strategy

- Propose a step-by-step market penetration strategy.
- Justify choices and explore optimization possibilities with the initial market.
- (Deliverable 5: Recommendations for the company integrating SWOT analysis).

Phase 5: Convincing Your Audience

- Academic Inputs: Effective pitching techniques.
- Mock Presentation: Rehearsal, feedback session, improvement strategies.
- Final presentation before a jury and Q&A session (Technolac).

Compétences visées

- Strategic analysis and proposal development.
- Market scanning and internationalization strategy formulation.
- Professional presentation and communication skills.
- Critical thinking and problem-solving abilities.
- Teamwork and collaboration.

Bibliographie

1. "Business Model Generation" by Alexander Osterwalder and Yves Pigneur.
2. "Competitive Strategy: Techniques for Analyzing Industries and Competitors" by Michael E. Porter.
3. "Global Marketing Management" by Warren J. Keegan and Mark C. Green.
4. "International Business: Competing in the Global Marketplace" by Charles W. L. Hill and G. Tomas M. Hult.
5. "International Marketing" by Philip R. Cateora, John Graham, and Mary C. Gilly.

Infos pratiques

Contacts

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