

 <b>GRENOBLE ECOLE DE MANAGEMENT</b>	Grenoble Graduate School of Business  <b>Introduction to Global Strategy</b>	<b>Syllabus</b>
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<b>Program/ Intake</b>	Bachelor in International Business - 2014-2017	<b>Academic Year</b>	2016-2017
<b>Module Supervisor</b>	Pearce Alison	<b>Department</b>	MTS

<b>Contact Hours</b>	30.0 hours	<b>Total Study Hours</b>	90.0 hours	<b>Coefficient</b>	1.0	<b>ECTS Credits</b>	5.0	<b>US Credits</b>	2.50
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<b>Module Description</b>	<p>Strategic Positioning</p> <ul style="list-style-type: none"> <li>- Introduction and overview of strategy and strategic management</li> <li>- Environmental analysis: macro (far) and micro (market &amp; industry) environment</li> <li>- Strategic capability &amp; purpose: Internal analysis for core competence</li> </ul> <p>Strategic Formulation &amp; Planning</p> <ul style="list-style-type: none"> <li>- Strategic decisions and choices</li> <li>- Strategic assessment &amp; evaluation</li> <li>- International strategy</li> </ul> <p>Strategic Implementation</p> <ul style="list-style-type: none"> <li>- Structure and resources</li> <li>- Culture, leadership and change management</li> </ul>
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<b>Module Learning Outcomes</b>	<p>This unit examines the development and implementation of strategies in organisations. A variety of frameworks and techniques that support the strategic management process are introduced.</p> <ul style="list-style-type: none"> <li>- Understand models and select and apply appropriate frameworks to analyse an organisation and its environment, hence determine the competitive position of the organisation</li> <li>- Identify and critically evaluate the current competitive and development strategies being followed by an organisation.</li> </ul> <p>Propose and critically evaluate strategic options to address the strategic issues.</p> <ul style="list-style-type: none"> <li>- Understand and explain the process of strategy implementation and the management of strategic change and critically evaluate examples of approaches to strategic change used by various organisations.</li> <li>- Recognise contexts in which alternative approaches to strategy development may be appropriate</li> <li>- Present the results of their analysis, evaluation and synthesis in a clear and concise manner.</li> </ul>
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**This module has a high level of contribution to the following learning goals for the program**

**Learning goal 1 : Has acquired general business knowledge, tools and concepts**

Demonstrates an understanding of the fundamentals in accounting, finance and law, marketing, operations, strategy, HR and project management and the capacity to apply them

**Learning goal 2 : Is able to adapt, evolve and cooperate in an international and/or culturally diverse environment**

Demonstrates comprehension of economic differences and the global business environment

Has developed a sense of intercultural awareness, tolerance and respect

Has developed the ability to work effectively as part of a multi-cultural team

**Learning goal 2 : Has developed effective communication skills**

Demonstrates clear and concise oral communication

**Learning goal 2 : Has developed critical thinking and problem-solving skills**

Is able to collect, in a relevant, organized and non-biased way, the necessary information and data

**Learning goal 2 : Is able to work effectively and constructively in a group**

Is able to work effectively and constructively in a group

<b>Teaching Method</b>	<p>Readings, theoretical lectures, applied seminars: case study analysis.</p> <ul style="list-style-type: none"> <li>- Key theories will be taught in lectures.</li> <li>- Before each session, students are required to read a specific chapter of the course text and specific supporting articles.</li> <li>- Each session will be divided into two parts: (1) presentation of key theory and (2) preparation work by team on the analysis of the strategy of the firm.</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Examination : 60 %</li> <li>• Continuous Assessment : 40 %</li> </ul> <p>Closed book examination</p>
<b>Textbook</b>	<p>Compulsory Gerry Johnson (Auteur), Kevan Scholes (Auteur), Richard Whittington (Auteur), Exploring Corporate Strategy, FT Prentice Hall, 8th Edition, 635 pages, ISBN-10: 1405846003, ISBN-13: 978-1405846004</p> <p>The book will be used very widely throughout the course and purchase entitles students access to on-line support materials.</p>
<b>Bibliography</b>	

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