



Course form to fill (2026)

Course title:

INTRODUCTION TO INTERNATIONAL BUSINESS AND MANAGEMENT

Staff responsible for the course:

Jean-Baptiste Lion Pinson

Lecturers:

First Name + Name
Jacob VAKKAYIL

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

*You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... **(This description should not take more than ten lines)***

At the end of the course, the student should be able to:

- Identify social, political, and economic factors affecting international business environment.
- Examine important management ideas from a global point of view.
- Recognize key differences while offering products and services in different markets.
- Identify challenges and opportunities that come while entering new markets and starting businesses across borders.
- Explore ethical issues in international business, especially those affecting different stakeholders.
- Identify personal qualities that can help in working effectively in international business situations.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

*Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). **(This description should not take more than five lines)***

Openness to consider different viewpoints and worldviews

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

This course introduces key aspects of international business to participants. First, we will examine how markets in various countries and regions pose different challenges and opportunities. Next, we will explore how businesses can navigate these differences effectively. In this process we will identify business strategies that help companies to be successful across borders using their strengths. Following this, we will explore the major global forces that affect internationalization of companies. Finally, we will consider the personal demands of working internationally considering cultural, political, or economic differences. Here participants will explore the complexities of acting responsibly in a global setting, where practices, norms and values can differ widely.

This course can help young learners identify the knowledge and skills they need to succeed in a globalized world. Overall, it can help learners with a broader outlook, and the confidence needed to pursue future careers in an increasingly interconnected world.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	+2h of corporate session
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	10	
- <i>Individual Projects</i>		
- <i>Personal work</i>	10	
Total working time for the student	38	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☐ Coaching
- ☐ Case Study
- ☐ E-Learning and/or Self-learning
- ☒ Interactive courses

- ☐ Presentations
- ☒ Projects
- ☐ Research
- ☐ Seminars
- ☐ Tutorials
- ☐ Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

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List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			70
	Mid-term exam (MIDT)			
	Participation (PARTN)			
	MCQ			
<u>Final exam</u>	Oral final exam (ORAL)			
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)			30
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				100%

5) RECOMMENDED READING

Name of books (indicate only three or four must-read references) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):
None

Reviews :
Cases and articles used during the sessions will be handed out in class

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL

