

Fiche de cours 2025-2026

Bachelier en Erasmus

Bloc 1

Niveau CEC 6

Code UE ERA209

Nom de l'UE International Strategy Execution

Responsable(s)

**Enseignant(s)
inervenant(s)**

Crédits ECTS 5.0

Quadrimestre 2

Obligatoire Oui

Catégories compétences

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

Acquis d'Apprentissage This course provides the tools to bridge the difficult gap between theoretical strategic concepts and real-life execution. Through real-life international Case Studies, it will help students to identify hidden traps, understand business failures or successes and build the capability to implement strategy successfully. The International Strategy Execution course will help the student to analyse real Business case studies. Knowing how to analyse a case will help the student to address virtually any business problem.

Terminaux

Contenu The following cases will be analysed:

- Case Study 1: Goelia going global
- Case study 2 : Saudi Arabia transforming the tourism experience
- Case study 3 : Seams & Stitches improving organizational learning
- Case study 4 : Chop Value Growing a Circular Franchise
- Case Study 5 : Tencent Games
- Case study 6 Byd maintaining the lead over Tesla

Méthode Teaching and Learning Methods

d'enseignement The course will be organised as such:

- Case studies available on the online platform will have to be read, analysed in groups and/or individually, presented in groups and/or individually and debated in class
 - A lot of interaction with the students is required as many concrete examples are given to support the theoretical concepts, which will lead to discussions.
 - Regular oral group presentations of the case studies
 - Regular written analysis
- Required Reading and Learning Materials
- Analyzing and discussing the successes and failures of international businesses' strategy execution
 - Articles from Harvard Business review will be provided ad-hoc to help you better understand the cases
 - This course is based on putting into action the concepts seen in the Strategic Management course

Acquis d'apprentissage Learning Outcomes

intermédiaires et/ou By the end of this module, the students must be able to:

- spécifiques**
- Work in groups to analyse case studies, apply strategic concepts and present orally and/or by written several International Business case studies
 - Show the ability to put the strategic concepts into practice.
 - Be able to deliver an analysis in written and/or orally of all the cases.
 - Be able to make financial assumptions even when no financial data is provided in the case

- a) Group written presentations
- b) Group written analysis
- c) Group oral presentations

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- Individual work:
 - a) answering individual questions about the Business cases
 - b) individual oral/written presentations
 - c) interaction with others and the teacher during the classes

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
Autres	Cases are posted

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
50	Evaluation de fin de deuxième quadrimestre	Epreuve orale
50	Evaluation permanente du deuxième quadrimestre	Ensemble de devoirs ou travaux

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les évaluations Presence is mandatory to validate this course as 50% permanent evaluation is foreseen. Individual interaction, ability to improve based on feedback, ability to work as well in team as individually will be taken into account for the final grade.
 Bonus (+2 points in the final grade) to : EPHEC students/International students acting as "buddies" in the class ensuring everyone is part of the EPHEC TEAM.