

Bachelor in International Business (Top-up), awarded by Grenoble Ecole de Management

Module Title	Module Description
Business Development in Emerging Economies	<p>With the globalisation of business, emerging market economies have become important for many multinational enterprises.</p> <p>The module examines the key features governing the growth and development of big (e.g. BRICS) and smaller (e.g. MINT, MIST) emerging economies and the strategies available to international firms for successful operation within them. The module also looks at examples of emerging market multinationals and their performances across different global markets.</p>
Contemporary International Issues	<p>The module focuses on issues, debates, and forces that shape the world today. Student will have the opportunity to ponder on some of the most complex and controversial issues that shaped the contemporary, globalised world, such as globalisation, international relations, conflict, corruption, governance, poverty, environmental issues and others.</p>
Social Responsibility in International Business	<p>In the contemporary setting of globalised business, individuals increasingly find themselves having to face ethically-charged criticisms and grapple with ethical dilemmas.</p> <p>This module aims to raise students' awareness of the ethical issues that can confront an international and/or multicultural business, and develop students' abilities to analyse these in a critically informed manner. Elements of Corporate Social Responsibility (CSR) or Socio-Environmental Responsibility (SER) will also be introduced through this module.</p> <p>A variety of theoretical perspectives from Western and Eastern philosophies will be used to illustrate on a range of issues for students to develop their ethical "toolkits" to effectively manage future business dilemmas, while respecting their personal values.</p>
European Business Environment	<p>This module focuses on the European Union (EU), the complex European business environment, European integration and the current issues faced by all Europeans.</p> <p>Current economic and political issues in the EU will also be covered, for example:</p> <ul style="list-style-type: none"> • Can the eurozone survive? • Can the euro be saved? • Should the EU expand further? • How complete is the single market? Brexit and its consequences • The rise of nationalism and the refugee/immigration crisis • The covid epidemic crisis <p>Students will be able to evaluate both the economic or political challenges and opportunities that the European Single Market offers to those working from within or from outside Europe.</p>
Innovation Management	<p>Innovation is widely recognised as a central driver of economic growth and development.</p>

	<p>This module explores the key issues and challenges of innovation. It also explains design thinking as an entity in the innovation process and as a guiding process for business people to structure the creative, inspirational phase of the development of products and services. A selection of the following themes will be discussed:</p> <ul style="list-style-type: none"> • The design thinking process • User and community-driven innovation • Creativity; development of personal creative thinking • Design attitude and mindset • New products and services • Strategies and approaches to manage innovation • Organisational culture for creativity and innovation • Systems of innovation and global innovation • Sustainability
International Business Law	<p>This module consists of a general overview of international business law. The first part of the module provides a broad overview of the international organisations and general regulatory regimes of international business (i.e., public international law) while the second part of the module addresses issues concerning the legal relationships between private parties in an international context (e.g., contracts, disputes, etc.).</p> <p>Topics include:</p> <ul style="list-style-type: none"> • International and comparative Law (Introduction) • International and regional trade law: GATT and the WTO: Basic principles of the GATT agreement; the European Union • International contracts and the UNIDROIT principles • Sales contracts and the CISG; documentary sales • Incoterms • Letters of credit • Licensing intellectual property rights and IPR licensing agreements • Dispute settlement
International Finance	<p>The international financial environment is increasingly complex. Multinational firms, as compared to purely domestic ones have greater opportunities in terms of diversification, scale economies, and larger cost effective financing sources while facing greater risks such as political instability, exchange rate fluctuations, and complex fiscal regulations. Thus modern business managers should be well-equipped with the knowledge and skills required by multinational business to stay competitive.</p> <p>Students will gain exposure to the concepts, techniques and instruments of international financial management. Its objectives are threefold, namely:</p> <ul style="list-style-type: none"> • To understand the international financial environment and its evolution • To apprehend the influences of international business on financial management • To master the basic techniques of solving international financial problems <p>Topics include:</p>

	<ul style="list-style-type: none"> • Financial goals and corporate governance • Balance of payments • The international monetary system • The foreign exchange market • International parity conditions • Foreign currency derivatives • Interest and currency swaps • Multinational capital budgeting
International Perspectives in Marketing	<p>This module examines the global aspects of marketing. Students will develop knowledge of the theoretical frameworks on which market entry decisions are based, and the ability to analyse and propose solutions to marketing problems in an international context.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • The international marketing environment • The specificities of international marketing: increased complexity of the environment (economy, history and geography, cultures, politics, legal environment) • Global competitive analysis and strategy • International market selection • International market entry strategies and expansion • Understanding licensing, franchising, and strategic alliances • The 4Ps in an international context, international product decisions, international pricing, international distribution, global communication strategies • Implementing an international marketing plan and control
Global Strategy	<p>This module examines the development and implementation of strategies in organisations. Students will explore a variety of frameworks and techniques that support the strategic management processes.</p> <p>Topics include:</p> <p>Strategic Positioning</p> <ul style="list-style-type: none"> • Introduction and overview of strategy and strategic management • Environmental analysis: macro (far) and micro (market and industry) environment • Strategic capability and purpose: internal analysis for core competence <p>Strategic Formulation and Planning</p> <ul style="list-style-type: none"> • Strategic decisions and choices • Strategic assessment and evaluation • International strategy <p>Strategic Implementation</p> <ul style="list-style-type: none"> • Structure and resources • Culture, leadership and change management

Geopolitics	<p>This module covers the introductory survey of fundamental issues in international relations, and the interaction among politics, the economy, geography and culture. It will inevitably deal with concepts such as the nation-state, national sovereignty, power, and the nature and origins of conflict. A special emphasis will be put on what Gerard Toal calls 'the axes of power and conflict' and students will be given the conceptual framework to help them understand that what is called global politics is essentially parochial.</p> <p>Students will be introduced to research methods in which they are expected to show their autonomy, research skills, and communication abilities. They will also be encouraged to maintain an exploratory mind-set. The right conditions will be created to enable them to have their own understanding of events and to think up their own ideas about the issues that will be covered in this module.</p>
Research Methods	<p>This module will introduce students to the world of rigorous academic research as a preparation for writing their bachelor dissertations. They will discover the basic methods of research and their epistemological limitations enabling them to develop a suitably critical attitude in relation to scientific knowledge claims and to recognise pseudo-science. They will be introduced to the essentials of quantitative research methods and data collection/analysis; of qualitative research methods including the ethical challenges which this (and other methods) may involve; and finally to the approach of critical theoretical/conceptual analysis.</p>
Bachelor Dissertation	<p>This is a non-taught module in which the students work essentially on their own to develop a dissertation of some 8000-10000 words on a research topic of their choice. The research topic is expected to be related to the content of their bachelor degree or an internship which they may have undertaken and the topic is subject to approval by a dissertation tutor. Each student will have an assigned tutor who will be available to offer advice and guidance as the research progresses but whose role is not to direct or write the research in any way.</p>

Foreign Language (Optional, choose either one)	
Chinese	<p>A beginner's introduction to Chinese language, writing and Chinese culture.</p> <p><u>Level A1.1 – Pronunciation of Pinyin</u></p> <ul style="list-style-type: none"> • Rules relating to writing Chinese characters • Basic grammar • How to introduce oneself • How to introduce one person to another • Polite expressions • An initial approach to the Chinese culture • Basic for oral communication <p><u>Level A1.2</u></p> <p>This level will reinforce what has been studied in the previous level A1.1 and it will enable students to master oral conversation in daily life situations. The course will also focus on the different cultural aspects in China.</p>

	<p>Include:</p> <ul style="list-style-type: none"> • Ask and understand directions • Ask and give opinion • Make some purchase • Make an invitation • Order food in a restaurant • Have a basic conversation • Will know the main aspect of the Chinese culture
French	<p><u>Level A1.1</u> This level is designed for complete beginners. Students will learn the basics in French in order to allow them to deal with everyday situations. Additionally, the course will give students a broader understanding of the French social and cultural context.</p> <p>Include:</p> <ul style="list-style-type: none"> • Introduce themselves and talk about what they do in life • Handle everyday situations • Talk about their home country • Purchase goods and ask for their prices • Use the present tense <p><u>Level A1.2</u> The course is based on a dozen different grammatical and functional topics.</p> <p>Include:</p> <ul style="list-style-type: none"> • Understand simple sentences and figure out the main topics of a conversation • Ask and answer simple questions • Read and understand simple text from books or newspapers • Report information • Tell a story at the past tense • Write a simple message, on a post-it for instance • Describe a picture • Have a short conversation with a native speaker