

DU IMSO

Course Syllabus

1. Marketing

1.1 International marketing challenge (3 ECTS)

Content and teaching methods:

- Through an online Marketing Management simulation, students actively manage a product portfolio by matching both qualitative and quantitative features of products with the selected target segments' preferences, in two separate geographical markets (Europe and Asia).
- Moreover, pricing, promotion and channel selection need to be set based on the segments' preferences.
- Students work in teams and must produce various deliverables throughout the game.

Skills acquired:

- Developing an international marketing strategy.
- Adapting marketing decisions to different markets and evaluating their results.
- Working in an intercultural team on a specific marketing project.

1.2 Sustainable marketing (4 ECTS)

Content:

- Introduction to sustainable marketing
- The role of marketing in sustainability issues
- Understanding the responsible consumer
- Sustainable marketing strategies
- Responsible products and innovation
- Communication and greenwashing
- Pricing, distribution and sustainable customer experience
- Measuring sustainable performance

Teaching methods: Real-life case studies, presentations and pitches, workshops, group work

Skills acquired:

- Understanding and applying sustainable marketing principles — grasping the environmental, social, and ethical dimensions of marketing strategies.

- Analyzing and evaluating business practices — assessing the sustainability of marketing actions, detecting greenwashing, and measuring social and environmental impact.
- Designing responsible marketing strategies — creating value propositions, campaigns, and customer experiences aligned with sustainability goals.

2. Sales

2.1 Negotiating in multicultural environments (4 ECTS)

Content:

- The international sales cycle: from lead generation to deal closing
- Market intelligence and customer qualification in export contexts
- Communication codes and etiquette across cultures
- Cultural dimensions influencing buyer-seller relationships
- Building credibility and long-term partnerships
- Negotiation strategies: distributive vs. integrative, BATNA, ZOPA
- Managing conflicts, objections, and contract finalization
- Virtual negotiations and follow-up in international business

Teachnig methods: Interactive lectures, case studies from export-oriented firms, negotiation role plays with intercultural variables, practical sales prospecting exercises

Skills acquired:

- Identifying and qualifying international prospects — conducting effective market research and targeting customers in diverse cultural environments.
- Developing culturally adapted sales approaches — building trust and tailoring communication to different business cultures and expectations.
- Negotiating successfully across cultures — adapting strategies, managing conflicts, and reaching mutually beneficial agreements.
- Driving international commercial relationships — maintaining client satisfaction, ensuring follow-up, and sustaining long-term partnerships in a global context.

2.2 Communicating in French (3 ECTS)

Content:

- Communicating in daily life (introductions, requests, invitations)
- Expressing opinions and emotions naturally
- Understanding French cultural norms and social codes
- Using French in professional settings
- Expanding vocabulary and mastering grammatical accuracy
- Developing pronunciation and listening comprehension
- Writing short structured texts and delivering oral presentations

Teaching methods: Task-based and communicative approach, pair and group work to encourage interaction, role plays and simulations (e.g., restaurant, meeting, travel, work) ; course tailored to students' level (including beginners)

3. International strategy

3.1 International corporate strategy (4 ECTS)

Content:

- Fundamentals of corporate and international strategy
- External and internal strategic analysis (PESTEL, SWOT, Porter's Five Forces)
- Global competitive advantage and value chain configuration
- Modes of entry: exporting, joint ventures, alliances, acquisitions, greenfield investments
- The integration–responsiveness framework (Bartlett & Ghoshal)
- Headquarters–subsidiary relationships and coordination mechanisms
- Strategic agility and digital globalization

Teaching methods: Interactive lectures and analytical frameworks, real company case studies, class debates and short presentations, readings and short reflection memos

Skills acquired:

- Analyzing global business environments — assessing international opportunities, risks, and competitive dynamics.
- Formulating international strategies — designing entry modes, competitive positioning, and growth strategies across markets.
- Managing cross-border operations — balancing global integration and local responsiveness within multinational organizations.

3.2 Business model innovation for international firms (4 ECTS)

Content:

- Definition and typologies of business models
- The Business Model Canvas and Value Proposition Canvas
- Innovating through the triple transition
- Transforming an economic business model into a sustainable business model
- The role of local and international regulations in fostering transformation

Teaching methods : deep insights, tools, principles, practical examples from international companies and French companies, case studies

Skills acquired :

- Understanding and analyzing business models — identifying key components, value creation mechanisms, and strategic implications.
- Innovating and redesigning business models — applying creativity and experimentation tools to real-world cases.
- Adapting business models internationally
- Integrating sustainability and digitalization — designing business models that balance economic viability with social and environmental responsibility.

4. International Operations

4.1 Supply chain management (4 ECTS)

Content:

- Fundamentals of SCM: flows, functions, and coordination
- Supply chain strategy alignment with business objectives
- Network design, sourcing, and capacity planning
- Risk management, resilience, and global challenges
- Digital supply chain: AI, IoT, blockchain
- Sustainable and circular supply chains

Teaching methods : interactive lectures, case studies, problem-solving workshops, guest lectures

Skills acquired :

- Understanding and analyzing supply chain systems — identifying key actors, processes, and performance drivers in global networks.
- Designing and optimizing supply chain strategies — aligning sourcing, production, and distribution decisions with business goals.
- Managing relationships and risks — evaluating supplier performance and ensuring supply chain resilience and responsiveness.
- Integrating digital tools and sustainability principles — applying innovative technologies and circular economy thinking to improve efficiency and reduce impact.

4.2 International transport and trade techniques (4 ECTS)

Content:

- Fundamentals of international trade and logistics
- Global trade environment and INCOTERMS® 2020: obligations, costs, and risk transfer

- Modes of transport: maritime, air, road, rail, multimodal
- Freight forwarders, carriers, and logistics service providers
- Export and import documentation (B/L, AWB, invoice, packing list, etc.)
- Customs clearance and trade facilitation
- Payment methods: L/C, open account, documentary collections
- Transport insurance and risk management
- Sustainable logistics and digital transformation (blockchain, tracking, traceability)

Teaching methods : interactive lectures and guided analysis, real-world case studies, practical exercises on transport documentation and cost calculation, simulation of export operations and contract negotiation

Skills acquired :

- Understanding global trade operations — explaining the key actors, processes, and documentation in international commerce.
- Selecting and managing transport solutions — choosing optimal modes, routes, and INCOTERMS® for efficient and secure deliveries.
- Controlling international transactions — managing customs, payments, and risk transfer along the global supply chain.
- Integrating sustainability and technology — applying responsible logistics and digital tools to improve transparency and performance