



SUMMER SCHOOL 2023

SYLLABUS

Academic year 2022/2023



Academic and language requirements

Courses are open to Undergraduate and Graduate students providing that applicants have the **pre-requisites** specified in the course's syllabus.

Summer School 2022

Le Havre, 4 to 13 July / Paris Clichy, 18 to 28 July

Courses are taught and assessed in English. For non-native speakers of English, B2 (CEFR) or equivalent (TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

“French touch” package (to update!)

More than just classes, our Summer School combines academics with a selection of corporate, cultural and social activities.

Details:

- Welcome event: Get to know lecturers and other students
- Farewell event: Reflect on what you learned and share your favorite moments
- Discover famous French companies and brands
- Explore major sites of Normandy and France
- ...



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Schedule (to update!)

APPLY FOR	LE HAVRE	OR/AND	PARIS CLICHY
Date	Detail		Detail
Date	Class session		Class session
Date	Class session		Class session
Date	Class session		Class session
Date	Class session		Class session
Date	FREE TIME for self-study and "French Touch"		
Date	Class session 6		Class session
Date	Class session 7		Class session
Date	FREE TIME for self-study and "French Touch"		
Date	Class session 8		Class session 8
Date	Class session – EXAM Farewell event		Class session 9 – EXAM Farewell event

Additional information

For details about study programmes offered by EM Normandie please contact:

Séverine GROULT, International Development Manager – Europe & Short-Term Programmes
short-term@em-normandie.fr

Laurence BOITEUX, Deputy Director of International Affairs
lboiteux@em-normandie.fr



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COURSE TITLE	Doing Business in a Changing World		
	<i>"Grasping the business opportunities in a challenging world"</i>		
Session and Campus	Session 2, Paris		
Teaching delivery	On campus, attendance mandatory		
Workload (1h = 60 min)	30 class-hours + Independent learning hours	ECTS credits	6
Professors	Yihan Wang, Ph.D. yhwang@em-normandie.fr Assistant Professor in Strategic Management, Department of Strategy and Entrepreneurship, EM Normandie Business School.		
Pre-requisite(s) for attending the course	There are no pre-requisites for the course. Meanwhile, basic knowledge in strategic management, innovation management, geopolitics and other related business subjects is desired.		
Learning goal(s)	<ul style="list-style-type: none"> ▪ To be open to cross-cultural perspectives and work in a multicultural environment ▪ To be equipped with efficient business skills and apply knowledge in order to meet the expectations of the professional world ▪ To be entrepreneurially-minded and understand the environment of a company whatever the activity sector. 		
Learning objective(s)	<p>By the end of the course, the students will be able to</p> <ul style="list-style-type: none"> ✓ Understand the main characteristics of globalization, internationalization of MNEs, and digital transformation of innovation strategy. ✓ Analyze the influence of the changing business environment dynamics on the international strategy decision-making of multinational enterprises. ✓ Apply strategic management tools to facilitate the multinational's competitiveness in the changing business environment. 		
Learning outcome(s)	<p>In this course, students will study the reasons behind the diverse developments in the globalized world, and learn to transfer theoretical concepts to practical applications. Students will also formulate effective managerial recommendations for future entrepreneurs to create businesses from new business opportunities and provide policy recommendations for business decision-makers.</p>		
	<p>Contents:</p> <p>Session 1: Introduction</p> <ul style="list-style-type: none"> • Present the course content, structure, and the evaluation criteria. • Introduce the basic toolkits of strategic management (SWOT model, VRIO Model, PESTEL model). • Discuss the relationships between transaction costs and internationalization. <p>Session 2: Globalization and multinational enterprises</p>		



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- Define the concept of globalization
 - Understand the global flows of trade and investment
 - Understand the governance and competitiveness of multinational enterprises
- Session 3: The global value chains
- Define the configurations of the value chain model.
 - Understand the different degree of value-added over the value chain stages
 - Discuss the inequality of value creation between advanced economies and emerging economies.
- Session 4: Innovation and digital transformation
- Understand general trends of the 4th industrial revolution.
 - Define the features of digitization and its impact on business strategy
 - Understand how digital technologies (big data, internet of things, artificial intelligence) reshape the global business landscape.
- Session 5: Sustainable development and corporate social responsibility (CSR)
- Understand the global challenges in ecological sustainability and social justice.
 - Identify composition of the 17 UN sustainable development goals (SDG).
 - Understand the roles of CSR in corporate strategy and sustainable development.
- Session 6: Emerging economies
- Define the characteristics of an emerging economy.
 - Identify the business opportunities in the emerging economies
 - Understand the challenge of high transaction costs in the emerging economies.
- Session 7: MNE internationalization strategy
- Understand the motives of internationalization
 - Understand the characteristics of different entry modes of MNEs
 - Understand the criteria of entry mode selection of MNEs
- Session 8: Case analysis (1) – New Retail in China: Amazon GO vs Alibaba Hema
- Understand the challenges of retailing industry in digital transformation
 - Define the components of a successful business model
 - Compare the similarities and differences of the business model of Amazon and Alibaba
- Session 9: Case analysis (2) – New Retail in China: Amazon GO vs Alibaba Hema
- Understand the processes of analyzing a business case
 - Collaborate in teamwork in delivering solutions to business problems.
 - Practice presentation skills in team presentation.
- Session 10: Final exam
- Methods:**
- Lecture and discussions
 - Case study and presentation
 - Team project

Teaching Material

Reference textbooks :

Morrison (2011), The Global Business Environment: Meeting the Challenges, 3th Edition
Worthington, Britton, Thompson (2019), The Business Environment: A Global Perspective, 8th Edition
Peng, Meyer (2019), International Business, 3rd edition



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Evaluation criteria	Continuous assessment: 40% <ul style="list-style-type: none">- Attendance- Contribution to class- Team project performance	Final assessment: 60% <ul style="list-style-type: none">- 4 open book essay questions
Recommended readings	<ul style="list-style-type: none">• Pan, Y. and David, K.T., 2000. The hierarchical model of market entry modes. <i>Journal of international business studies</i>, 31(4), pp.535-554.• Vahlne, J., & Johanson, J. (2017). From internationalization to evolution: The Uppsala model at 40 years. <i>Journal of International Business Studies</i>, 48(9)• Bathelt, H., Malmberg, A. and Maskell, P., 2004. Clusters and knowledge: local buzz, global pipelines and the process of knowledge creation. <i>Progress in human geography</i>, 28(1), pp. 31-56• Hema in China: Is Alibaba Ahead of Amazon in Retailing? (https://store.hbr.org/product/hema-in-china-is-alibaba-ahead-of-amazon-in-retailing/IM1047)	