



FICHE PEDAGOGIQUE

DESCRIPTION DU MODULE	
INTITULE : - Global vs Local Problems : <i>How European SMEs are adapting</i>	CODE : MEMLRH2604
	ANNEE : 2010/2011
CONTENU : This case-based learning course will introduce students to the problems faced by real European Small and Medium sized Enterprise today. At the end of the course, they will have an insight into the complexity of internationalisation of SMEs in different geopolitical contexts and on different markets. Students are expected to acquire an interdisciplinary approach to the problems of SMEs in general. All of these outcomes are products of problem-solving in groups, presenting well-argued solutions to cases, written reports, class discussions and much personal reading	
COMPETENCES VISEES : At the end of this course (as a result of this course), the student will be able to: <ul style="list-style-type: none"> • Work in autonomous groups on projects with a high degree of uncertainty. • Illustrate and explain the strategies of some present-day European SMEs. • Compare different approaches to internationalisation by SMEs in different European contexts. • Enumerate some practical problems of SME internationalisation (from students' experience of problem-solving). Illustrate some theories of SME strategy, entrepreneurship, marketing and management with concrete examples from present-day European SMEs.	
DEPARTEMENT FOURNISSEUR : Management & Human Ressources	
RESPONSABLE PEDAGOGIQUE : Philippe SPACH	BUREAU : E 514
EMAIL : philippe.spach@devinci.fr	TEL : 01 41 16 74 96

POSITIONNEMENT DU MODULE DANS LE CURSUS	
ECOLE : EMLV	ANNEE: 3
PROGRAMME : Transversal	SEMESTRE : 6
OPTION : Transversal	
UNITE D'ENSEIGNEMENT : management – Human resources	
CREDITS ECTS : 2	

DUREE (EN HEURE)				
TOTAL FACE A FACE : 17h30	CM : 1h15	CA : 16h15	TD :	TP :
TOTAL EVALUATION : 2h00	CC :	EXAMEN : 2h00	SOUTENANCE :	

DESCRIPTIF DETAILLE DU MODULE
LANGUE D'ENSEIGNEMENT : English
PREREQUIS : Good level of English (800 TOEIC) Good grounding in general management, marketing and micro-economic concepts Management des Ressources Humaines Leading People & Organization Entrepreneurial Strategy
COREQUIS : Human resources management in global context
OBJECTIFS PEDAGOGIQUES : At the end of this course (as a result of this course), the student will be able to: <ul style="list-style-type: none"> • Work in autonomous groups on projects with a high degree of uncertainty. • Illustrate and explain the strategies of some present-day European SMEs. • Compare different approaches to internationalisation by SMEs in different European contexts. • Enumerate some practical problems of SME internationalisation (from students' experience of problem-solving). • Illustrate some theories of SME strategy, entrepreneurship, marketing and management with concrete examples from present-day European SMEs.



<p>METHODE PEDAGOGIQUE : Case-based teaching with introduction to the method and debriefings after each case; group work on cases and individual work for final exam.</p>
<p>MODALITES D'EVALUATION : Ongoing Assessment (group case reports handed in): 40 % Final examination: 60% (written examination)</p>
<p>BIBLIOGRAPHIE : Préface à Pierre MORA, "<i>Etudes de cas corrigés en stratégie</i>", 2004, Paris, Editions de l'Organisation Préface à Michel MARCHESNAY & Karim MESSEGHEM, "<i>Cas de stratégie de petites et moyennes entreprises</i>", 2001, Colombelles, EMS Management & Société</p>

DEROULEMENT DU MODULE					
N° SEANCE	DUREE	TYPE COURS	TRAVAIL PERSONNEL	THEMES	LOGISTIQUE DU COURS
1	1h15	CM	5	Introduction to the course; course requirements; SME strategy; internationalisation; entrepreneurship; case methodology; introducing cross culture problems	J. Prakash
2	1h15	CA	5		
3	1h15	CA	5		
4	1h15	CA	5		
5	1h15	CA	2		
6	1h15	CA	1		
7	1h15	CA	5		
8		CA	5	Debriefing the Elecrem case. Introducing the Don Don case.	
9	1h15	CA	5		
10	1h15	CA	5		
11	1h15	CA	2		
12	1h15	CA	1		
13	1h15	CA	5		
14	1h15	CA	5		