

## AMISM125-23-International Strategy

### Name of lecturer(s) & Email

Luv Mittal  
[luv.mittal@ulb.be](mailto:luv.mittal@ulb.be)

### Level/Semester, Status, Timing

Semester 2  
Minor  
Dates to be confirmed

### ECTS\*, CH & SDL\*\*

3  
24  
66

### Description of the course

The course will capture issues faced by business managers in shaping international strategies. The focus will be to apply concepts previously acquired by students to formulate and streamline strategic choices that add sustainable stakeholder value. It will cover challenges faced by businesses such as diversification, M&As, divestitures, profitability turnaround, market penetration and global competitiveness. The approach will be hands-on and combine the following:

- application of marketing & strategy concepts, and legal considerations of going global;
- business cases from North America, Europe, Africa and Asia-Pacific;
- interactive discussions and role play under simulated business situations, putting the students in the shoes of business advisors, managers and decision makers.

### Course units

1. Seeking growth opportunities organically and through M&As and JVs
2. Ensuring M&A success through proper post-merger integration (PMI)
3. Value creation – Divestments and carve-outs

### Course Learning Outcomes (CLOs)

By the end of the course, students will be expected to demonstrate skills in the following areas:

- Global Perspective: Show their ability to critically assess an issue considering economic, legal, regulatory and cultural factors relevant to strategic decision-making in an international context.
- Strategic Analysis & Decision-Making: Display critical thinking through a combination of qualitative and quantitative skills, leading up to a well-reasoned, effective decision.
- Leadership and Team Spirit: Demonstrate the ability to synthesize divergent team views and steer them in the right direction, showing both effective leadership and interpersonal skills.
- Communication: Deliver and prepare professional quality documents, followed by a presentation that shows a practical understanding of various subjects learned throughout the program.

### Teaching Activities (TAs)

Lecture, Interactive Lecture, Directed Discussion, Guided Instruction, Just-in-Time Teaching, Case Based Learning, Problem-based learning, Role plays and simulation, Coaching

### Learning Activities (LAs)

The approach will be hands-on and combine the following:

- application of key marketing & strategy concepts, and legal considerations of going global;
- business cases from North America, Europe, Africa and Asia-Pacific (group work & brainstorming);
- interactive discussions and role play under simulated business situations, putting the students in the shoes of business advisors, managers and decision makers.

### Contribution to Programme Learning Objectives (PLOs)\*\*\*

- Learning Objective 11: Mastery
- Learning Objective 12: Reinforcement
- Learning Objective 13: Reinforcement
- Learning Objective 21: Reinforcement
- Learning Objective 22: Mastery
- Learning Objective 31: Introduction
- Learning Objective 32: Reinforcement

### Assessment methodology / Learners Use of Time and Load

Class Participation and preparation

- weight 30%
- workload estimated = 7 hours
- due 31-05-2024

Individual oral presentation

- weight 35%
- workload estimated = 8.5 hours
- due 31-05-2024

Group assignment

- weight 35%
- workload estimated = 8.5 hours
- due 31-05-2024

### Evaluation scale

0-20

### Contribution to the Environmental, social and governance (ESG)

Course Contribution to ESG: Yes

Contact Hours are dedicated to ESG: 4

Contact Hours containing climate solutions for how organisations can reach net zero: 0

Description of contribution: My course has a module on Corporate Governance and ethical implications on various stakeholders

### Readings

Required

Presentations prepared by the Professor and case studies from Harvard Business Publishing

### Other Learning Material(s)

Required - Cases

- Walmart Update 2019
- Puma's Challenge to Maintain Leadership in India
- Legendary Café: The China Challenge
- Enhancing Competitive Strategy at Darling Kenya

**Notice:** The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

\*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

\*\*CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

\*\*\*PLO - Programme Learning Objectives are available on the curriculum page