

2006 / 2007: Bachelor of International Trade

Identification Course : **Multinational Company visits (Option Major 1 of 2)**
Course Coordinator : Phil Eyre
Professor : Phil Eyre
Dates :

Objectives To gain a better understanding of multinational companies in their international business environment by visiting several in the Rhône-Alpes region and by studying them.

Prerequisites Introduction to International Management techniques (Int Business).

Syllabus

- Day 1: **Definitions of MNCs, of FDI and portfolio investment in the current account.** The growth of MNC activity and examples of strategy: Japan, USA, German, French. France and inward/outward FDI. Where are French companies investing, and who is investing in France? Multinationals in France. Legal, political and cultural issues. How attractive is the French business environment? Successes and failures among inward FDI to France.
- Day 2 + Day 3 : **Visits to multinational companies, such as Caterpillar, Renault Trucks, Ciat air-conditioning and Pomagalski ski installations**
- Day 4 : **Presentations**
In groups of three Presentation and analysis of company and of its products, its competitive environment and strategy. See detailed instructions for this.

Working methods Lectures. Reading of articles and cases. Debate. Case discussion. Comparison and contrast of different companies.

Validation **Continuous assessment:** presentations. 100%

Bibliography	This will be provided on Day 1 of course.
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