Group project: developing an international offer

Niveau d'étude
Bac +2

Crédits ECTS Echange
4.0

Composante
Institut universitaire de technologie de Valence (IUT Valence)

Volume horaire
20h

Période de l'année
Printemps (janv. à avril/mai)

Diplômes intégrant cet élément

- Course offer for international exchange students - IUT Valence

Langue(s) d'enseignement: Anglais

Ouvert aux étudiants en échange: Oui

Crédits ECTS Echange: 4.0

Présentation

Description

This group project is part of an LES (Learning and Evaluation Situation) where students work autonomously on a project, in groups, while being supervised by a teacher.
Every group must work on French company company wishing to develop its business internationally (in a specific region). Each group will be assigned / choose a region of the world.
The group will work on an extensive analysis of the region that (generally) should include the following aspects: Strategic Business Areas, SWOT, Pestel, Mix Marketing, Decision making for the new region.

Workload 20h + individual / group work

Objectifs

Informations non contractuelles.
Dernière mise à jour le 30 juin 2026

GENERAL OUTLINE OF TOPICS TO BE COVERED IN THE ASSIGNMENT

Part1: the company in France

Part 2: The company in the new region

A. General Description of the Region (suggested aspects)

B. Economic Environment of countries within the Region

C. Cultural Environment of the countries within the Region

D. Political/Legal Environment of the countries within the Region

E. Financial Environment of the Country

F. Nature of Infrastructure

G. Specific Marketing Information (where available)

H. Adaptation of the mix marketing linked to the chosen region

Infos pratiques

Lieu(x) ville

Valence

Campus

Valence - Briffaut

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