

IH.3506 – Management Training 3

Title : Management Training 3

Code : IH.3506

Person in charge : Emmanuelle DENIS

ECTS : 2

Workload: 80 h including 39h face-to-face

Teamwork: yes

Keywords : knowledge management, interculturality, law, human resources, economic intelligence, business strategy

Presentation

This module enables students to gain an insight into the world of digital engineering. It has an international dimension and aims to broaden students' perspectives on the professions, practices and use cases they will encounter in their professional lives:

- Knowledge Management & Consulting;
- Multicultural Management;
- Legal, corporate law, RGPD (General Data Protection Regulation) and Pi (Intellectual Property) of the digital world;
- Human Resources;
- Business intelligence and commercial strategy

Academic Objectives

Prerequisites

- Basics in Concepts des modules Corporate environment and organization, Corporate issues and challenges

Content/program

Concepts

- Knowledge Management & Consulting (9h): understand the essential concepts of knowledge management in companies, KM implementation projects, techniques covered: expert location, feedback, storytelling, communities of practice, case studies in organizations & consulting approach and methods ;
- Multicultural Management (6h): understand interculturality and how to manage cultural differences in the context of international projects, grasp models of cultural diversity, leadership and management of multi-cultural teams: analysis of companies in France, China, India, real-life case studies;
- Law (9h): understanding the French legal system, rules of contract formation and in particular the employment contract, trademarks, patents and intellectual property, the concept of liability, corporate law, GDPR, individual digital property;
- Human resources (6h): understanding the role of HR in the company, its functions, its expectations of employees; employment contracts, professional dynamics, focus on integration into a company.;
- Business intelligence (6h): key concepts of information, strategy, influence, geopolitical contexts;
- Sales strategy (3h): understand the challenges of market positioning, pricing, and strategic and operational sales approaches..

Tools

- Knowledge management techniques
- Consulting methods

- Hofstede and Lewis models of cultural diversity
- Negotiation techniques in India and China
- Jurisprudence
- Contracts, their validity and clauses
- CDI / CDD
- Creation of a legal entity
- Company statutes and their specific features
- RGPD
- Patents and utility certificates
- Trademark registration
- The HR function in companies
- Conducting job interviews
- Networking
- Information theory
- Strategy

Pedagogical Methods

Learning methods

- Lectures / presentations
- Practical application through tutorials / exercises and project group work / project follow-up

Assessment methods

- Assessments via quizzes and team case analysis for Knowledge Management and Consulting - 10%.
- Final assessment based on a case study in teams of 3, combining the different aspects covered during the module - 90%.

Language

- English

Bibliography, Webography, Other resources

- The Lessons Learned Handbook / Nick Milton (Chandos Publishing)
- Communities of practice / Etienne Wenger
- Culture's consequences / Geert Hofstede (Abridged Edition)
- Cross cultural communication / Richard D. Lewis (Transcreen Publications)
- French Civil Code
- French Commercial Code
- French Code of the Intellectual Property
- French Labor Code

Multimedia:

- AAR example (article)
- Tools for a Real Knowledge (article)
- KM Definitions (article)
- Evolving COP in IBM Global Services (article)
- Good CoPs, Bad CoPs (APQC) (article)
- Knowledge retention (article)
- The Four Styles / India Becoming, Akash Kapur / Gandhi Biography / Indian Economy / Mahindra Rise, Live Young Live Free (video)

- Superpower China to become largest world economy by 2016 / Assessing joint venture risks in China / Conducting business in China – 3 habits / Geely Gleagle GX2 ad Chinese Car / Doing business in Chine (video)
- Edhec NewGenTalentCenter (study)

Examples of brands / enterprises : Alstom University, NASA, Siemens, IBM Global Services, Wildland, CapGemini, Schlumberger, American Institute of Aeronautics and Astronautics, Renault, Schneider Electric, Valeo, Tata, Mahindra, Gealy Gleagle, Doctolib, Le slip français, Blablacar