

<p>GU8 GLOBAL MBA LE HAVRE PROGRAM</p>
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Course title: DISTRIBUTION CENTERS DESIGN AND
OPERATION

Professor: Charles-Henri FREDOUET

Course content:

1) DC design

1.1) static constraints

1.2) dynamic constraints

2) DC operation

2.1) inbound flows

2.2) outbound flows

3) DC performance measurement

3.1) performance model

3.2) performance indicators

4) Case study (evaluation)

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Course title: BUILDING AN OFFER ON TWO-SIDED MARKETS

Instructor : Marie-Laure Baron PhD

Course content :

The course, building on various real examples, will introduce the concept of two-sided markets, where firms, as platforms, act as intermediaries between several actors such as two types of clients or a buyer and a seller.

The first part of the course is dedicated to a case study. The case supports further discussion on the questions raised by the management of two sided markets and leads to the course itself: definitions of a platform, prices and quantities, competition between and inside the platform, contracts and performance measurement, key factors of success. Various cases are identified, in traditional markets and new services relying on new technology.

The second part of the course is dedicated to a case study where students work in pairs. The case leads to evaluation.

Course Syllabus

Corporate Social Responsibility

Instructor : Nathalie Aubourg, Ph.D

Evolution of the concept of Corporate Social Responsibility

A Three-Dimensional Conceptual Model of Corporate Performance

- Definition of social responsibility
- Social issues involved
- Philosophy of responsiveness
- Questions raised by the model

The development of Corporate Social Responsibility “Pictures”

- ✓ The goal of this course is to raise the key issues concerning CSR concept.
- ✓ Students will have to bring with them in Le Havre a sustainable development report coming from their own country.
- ✓ They will present a seminar in a group and a final report.

CORPORATE LEADERSHIP

6 hours - Pierre CHABAL, PhD

Associate Professor of Political Science, Le Havre University
Member of the French National Council of Universities (CNU)
Invited Professor: universities of Xi'An, Yonsei, Keio, Al Farabi (Kz), National of Mongolia
Formerly Researcher, the European University Institute (Florence, Italy)

Part I – The phenomenon of leadership

- A. Leadership as a concept?
- B. Leadership in the public realm
- C. Leadership in the private realm

Part II – The consequence of leadership

- A. Leadership as having an impact
- B. The shift in accountability
- C. Towards a corporate post-cold war?

Students are required to bring with them to Le Havre a 2-page tentative essay on the concept of “corporate leadership” as applied to 1) their respective national, political and economic system, and 2) one ‘topical’ case-study (one conglomerate) in that system.

In the course of their sojourn in Le Havre, students will then revise and amend this short essay and submit it as the main basis for evaluation in this class.

Prof. Pierre CHABAL is to be reached any time on :

- Either pierrechabal@yahoo.fr
- Or + 33 6 20 43 88 87 (mobile phone)