

Strategic management

ECTS : 3

Description du contenu de l'enseignement :

S1. Introduction: strategic management, past and current issues

PART 1: RETHINKING VALUE CREATION

S2. Why and how to rethink a company's business model?

S3. What mechanisms for creating and capturing value in a globalized context?

S4. Under what conditions can an innovation create a market disruption?

S5. Intermediate synthesis: presentation of group projects and correction of case study 1

PART 2: INFLUENCING AND INTERACTING WITH THE ENVIRONMENT'S ACTORS

S6. Competition or cooperation: why and how to structure a business ecosystem

S7. How can a firm shape the institutional context to its own advantage?

S8. Intermediate synthesis: presentation of group projects and correction of case study 2

PART 3: ORCHESTRATING STRATEGY

S9. Governance: how to align strategy with stakeholders' expectations?

S10. How is the strategy planned and implemented on a daily basis?

Compétence à acquérir :

- **Know and understand the main strategic issues** that companies are currently facing;
- **Master essential theoretical concepts** to shed light on these issues and mobilize them as a framework for analysis;
- **Elaborate a structured and reflexive analysis** of a company's strategic situation.

Mode de contrôle des connaissances :

Continuous assessment (50%) : Group project (40%) (collective work) & Case study (10%) (individual)

Final exam (50%) : Case study (Individual exam)

Bibliographie, lectures recommandées :

JOHNSON G., SCHOLLES K., WHITTINGTON R., ANGWIN D., REGNER P. **Exploring Corporate Strategy**, Prentice Hall, 11th edition, 2019.

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