

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