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

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