



FINANCE ET MARKETING

MARKETING AND FINANCES

Lecturers: Sylvie MIRA

| Lecturers : 12.0 | TC : 0.0 | PW : 0.0 | Autonomy : 0.0 | Study : 24.0 | Project : 0.0 | Language : FR

Objectives

The course aims to bring deep insights of commercial and financial key performance indicators and competencies to design decision support tools for financial and commercial strategy

Keywords : key performance indicators, customer relationship management, corporate strategy

Programme

- Corporate finance
- Commercial strategy

Learning outcomes

- Be able to design key performance indicators (KPI)
- Be able to understand KPI to plan actions

Independent study

Objectifs : Group work on KPI for corporate decision making

Méthodes : Case studies

Core texts

Assessment

Case studies