



STRATÉGIE D'ENTREPRISE

STRATEGIC MANAGEMENT

Lecturers: Sylvie MIRA

| Lecturers : 0.0 | TC : 28.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Understand how to design a corporate strategy
Implement a business analysis aligned with a resources based view and the competitive dynamics
Understand how to finance the company's growth

Keywords : Business strategy - competitive advantage - resources based view - growth

Programme

The fundamentals of strategy
Strategy and marketing
International strategy and operations management
Growth strategy and finance

Learning outcomes

- Understand value creation mechanism
- Know how to evaluate a company's set of resources and processes
- Know how to evaluate competitors' strategy
- Understand financial growth leverages

Independent study

Objectifs : Implement knowledge on case studies

Méthodes : Group work on case studies

Core texts

Frery F., *STRATÉGIQUE*, Pearson, 2014
Meier O. *STRATÉGIES ET CHANGEMENT - INNOVATIONS ET TRANSFORMATIONS DES ORGANISATIONS*, Dunod, 2013
Garette B., Lehman L. *STRATÉGOR - TOUTE LA STRATÉGIE DE LA START-UP À LA MULTINATIONALE*, Dunod, 2020

Assessment

Case study