

Strategic Management in a Global business context

EM1F4M4EB1

Program

PGE
Visitants

UE

Strategic Management in a Global business context

Semester

B

Discipline

Strategy

Contact hours

27 H

Number of spots

45

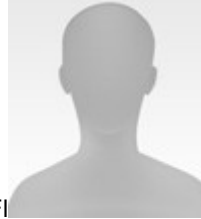
Open to visitors

Yes

Language



Coordinator



Hicham EL MOUKTAFI

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Hicham EL MOUKTAFI	hicham.elmouktafi@gmail.com	27 h

Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

Description

This course entitled “Basics in Strategy” provides students with theoretical and practical foundations of strategic management. The objective of this course is to enable students to acquire:

- (1) the core concepts of strategy
- (2) the necessary tools to implement strategy in today’s organizations.

The various themes of the course are developed through theoretical and practical tools, illustrated with a variety of concrete examples of companies around the world

Like in a role game, but at a collective level, the students will be invited to embody a company working in an environment where events happen, and relevant decisions need to be taken. To make good decisions and to survive in this environment, students will have to apply strategic management concepts and frameworks. Each decision will have some consequences and impact the evolution of the company.

At the end of each session, students will deliver completed templates of frameworks to make sure they understood properly the basics of strategy. In addition, students will be asked to read and prepare PowerPoint presentations of academic articles for several sessions.

Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Oral presentations
- Projects

Interaction

No items in this list have been checked.

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** the basic concepts in strategy
 - - (level 3) **Apply** a strategic framework on a real-life situation
 - - (level 3) **Sketch** concrete action plans
 - - (level 5) **Synthesize** a company situation
 - - (level 6) **Justify** strategic choices
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

1. Introducing strategy
 - Foundations of corporate strategy
 - External diagnosis - Analyzing the macro-environment
 - External diagnosis - Analyzing the industry and sector
 - Internal diagnosis - Resources and Competences
 - Internal diagnosis - Corporate Culture
2. Strategic choices
 - Business strategy and models
 - Corporate strategy and diversification
 - International strategy
3. Strategic Management of innovation
 - Leveraging disruptive innovation

Innovation and strategic change
New rules of strategy: E-business, networks, environment, social
4. Strategy Implementation

No prerequisite has been provided

Knowledge in / Key concepts to master

none

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Worksheets

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Johnson, Scholes, Whittington and Fréry (2017), Exploring Strategy, Pearson Education

Kim W.C., Mauborgne R., Blue Ocean Strategy, Harvard Business School Press, 2005.

McKeown (2012), The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results, FT

D'Aveni R. A., Gunther R., Hypercompetition: Managing the Dynamics of Strategic Manoeuvring, The Free Press, 1994.

Hamel G. et Prahalad C. K., Competing for the Future, Harvard Business School Press, 1994.

Kay J., Foundations of Corporate Success, Oxford University Press, 1993.

Porter M., Competitive Advantage, The Free Press, 1985.

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Other (date, pop quiz, etc.) : TBD

Written and oral / Group / English / Weight : 50 %

Details : Case study

Intermediate assessment / continuous assessment 2Other (date, pop quiz, etc.) : All sessions

Oral / Individual / English / Weight : 25 %

Details : Participation

Intermediate assessment / continuous assessment 3Other (date, pop quiz, etc.) : TBD

Written / Individual / English / Weight : 25 %

Details : TBD