US171S - Corporate Strategy

Mis à jour le 17-11-2026

Code : US171S

Unité spécifique de type cours

3 crédits

Responsabilité nationale :
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Présentation

Prérequis

- Bachelor’s Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)

Objectifs pédagogiques

The course deals with strategy for firms. Its content can actually be extended to other forms of organizations (not for profit, public bodies, hospitals, coops, etc.). The course aims at grasping the various ways to analyze the competitive position of a firm on its market to build a strategy, i.e. a path forward.
The intent is to help students develop some familiarity with complex strategic issues, step back and untangle complexity using analytical frameworks, concepts and tools to build and assess strategic options. This leads to selecting a viable path into the future and elaborating plans to deploy the strategy, allocating resources accordingly. This is about designing a business model and crafting a business plan.
Hence the course is primarily focused on strategic analysis: industry structure, market analysis, strategic segmentation, competitive dynamics and anticipation of potential moves from competitors, technology and regulatory changes, identification of key success factors, sources of competitive advantage, assessment of key resources and core organizational competence, business models and business plans.

Compétences

At the end of the course, students are expected to:
1. Understand the theories and concepts presented during the course
2. Be able to use the concepts and tools discussed
3. Assess, document, synthesize and present a case

Programme

Contenu

- Introduction
- Analysis of Competitive environment
- Foresight and scenario building
- Cost strategies
- Differentiation and Generic Strategies
- Regenerating businesses via innovation
- Technology Strategies
- Added Value Chain and economy of scope
- Competence based strategies
- Corporate Strategy, Portfolio, Strategic Manoeuvers
- Deployment and business plan

Modalités de validation

- Contrôle continu
- Projet(s)
- Examen final

Bibliographie

Titre	Auteur(s)
Strategor	Laurence Lehmann- Ortega,Frédéric Le Roy,Bernard Garrette