US172S - Management of the firm

Présentation

Prérequis

Master in Management MIM M1 Group: Core curriculum

Objectifs pédagogiques

This course covers key concepts and major tools of corporate management including the different aspects of the firm's interaction with its stakeholders and its environment: customers, employees, shareholders, suppliers and society. It makes links between corporate culture, strategy and operational management. It thus prepares students "to be managers" via a review of managers profiles, tools and expected skills.

Programme

Contenu

- Introduction to management
- Strategic management
- Organisation, structure and processes
- Quality management and process engineering
- Customer management
- Operation management and supply chain
- The cost of a product and the value of an investment
- Information system management
- Innovation management
- Project management

Modalités de validation

- Contrôle continu
- Projet(s)
- Examen final

Mis à jour le 27-08-2026

Code : US172S

Unité spécifique de type mixte

4 crédits

Responsabilité nationale :
EPN15 - Stratégies / Christelle PEZON

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