

# 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 13-03-2025



### Code : US172S

Unité spécifique de type mixte  
4 crédits

**Responsabilité nationale :**  
EPN15 - Stratégies / Christelle  
PEZON

### Contact national :

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