US172X - Management of the firm (part 2)

Mis à jour le 27-08-2026

Présentation

Prérequis

MIM 1 core curriculum

Objectifs pédagogiques

This course helps students understand the operating system of a firm as well as the different modalities of its management. It integrates the ways to diagnose this operating system and to define the evolution /change directions for a business enterprise.
It will provide necessary skills to manage business activities and conduct teams from a managerial perspective.

Programme

Contenu

Introduction

Strategic management

Organisation, structure and processes

Quality management

Customer management

Information system management

The cost of a product and the value of an investment

Operation management and supply chain

Innovation management

Project management

Modalités de validation

- Contrôle continu
- Projet(s)
- Examen final

Code : US172X

Unité spécifique de type mixte

4 crédits

Responsabilité nationale :
EPN15 - Stratégies / Christelle PEZON

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