

US173S - International Corporate Strategy

Présentation

Prérequis

Master 2 in International Business and Corporate Development (MR13403A) or Master 2 in E-Business and Digital Marketing (MR11802A)

Objectifs pédagogiques

The course is dedicated to the understanding of the strategic conduct of an organization, through a survey of the concepts used in strategic management, together with the various tools and models used in any practical situations to solve complex management issues. This course will also develop students' knowledge and culture about international business practices in terms of growth, competition and value creation. Students will be asked to prepare short presentations of academic papers or case studies pertaining to the various themes and will present their work to the class, in order to develop their communication and argumentation skills.

Compétences

At the end of the course, students are expected to:

- Develop an ability to identify key strategic issues through the lens of relevant strategic tools or models
- Formulate recommendations for any organization, based on the exploitation of those various tools and concepts.

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Programme

Contenu

1. What is strategy? Mission and objectives. Introduction to the strategic management process.
2. Analyzing the environment / industry / competition structure
3. Understanding internal capabilities
4. Defining a choice of business strategy
5. Building new business models, creating new frontiers
6. Corporate strategy and diversification
7. Focus on international Strategies
8. Focus on Merger and Acquisition, Alliances and Partnerships

Modalités de validation

- Contrôle continu
- Examen final

Description des modalités de validation

Individual and Group work, Class participation.

Valide le 11-08-2022



Code : US173S

Unité spécifique de type cours
4 crédits

Responsabilité nationale :
EPN15 - Stratégies / 1

Contact national :

Cnam - IIM - EPN stratégies -
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