

USM305 - Key trends of globalization

Présentation

Prérequis

Master in Management MIM M2 major in International Business and Corporate Development

Objectifs pédagogiques

Key international trends (Global warming, energy prices, demography...) are widely mentioned in the management literature as well as in the press, for they contribute to many economical, political and environmental decisions.

It seems therefore key for future managers to understand:

the basics on trends: what is a trend? How do we spot and follow them?

the nature of trends: what are the main international trends which will have an impact on our lives in the coming decades?

the use of trends in corporate strategy: what are trends used for in corporate strategy?

What is foresight?

the use of trends to change consumers and citizens perceptions: how are trends used to influence our behaviour?

Programme

Contenu

The following subjects will be addressed during the course (the list may not be exhaustive):

Trends:

definition, use and techniques

major global trends: overview

microtrends

Foresight methodologies:

scenario planning

business planning

Communication and perception management:

basics of communication,

communication and influence: lobbying, think tanks, networking, storytelling...

communication on the future

Description des modalités de validation

The students will be evaluated both individually and in groups.

Individual work: 30%

Group work: 40%

Attendance, participation: 30%

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Code : USM305

5 crédits

Responsabilité nationale :

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