USM312 - Business Model Evolution & Strategic Marketing

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Code : USM312

Unité spécifique de type cours

4 crédits

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Présentation

Prérequis

Master in Management MIM M2 group: e-Business and Marketing

Objectifs pédagogiques

The M1 E-business course is focusing on the digital transformation of the business. Digital technologies have an impact on traditional businesses and allow the development of new on-line businesses who can reach very simply global markets and challenge or jeopardize traditional players.

This course is investing the evolution of business models and the link with strategic marketing. Key Consulting players summarize the business evolution via a simplified vision, i.e. from product, to services, to platforms. Industry frontiers are blurring; Company activity portfolio can evolve rapidly. Thus, the revenues streams, allocated resources, required investments and operating costs must be revisited.

This course will provide to the students a better grasp on the ongoing evolutions.

The objectives of this course are to understand:

- Origin and features of digital transformation,

- Development of global new players from the high-tech industry,

- Traditional corporation models and emerging corporation models,

- Role of the platforms

- Impact on traditional businesses with a focus on different industries,

- Impact on company's organization,

- Impact on management,

- Required skills and competences from HR point of view.

Programme

Contenu

Digital transformation

• Disruption and impact on different industries

• Traditional and Emerging Corporation models

• Understanding the Platforms

• Business Models evolution

• Industry Business cases

• Different stakeholder's vision: Investors, Top Management, Strategic Team and Strategic Marketers

• Partnership strategies

• Organizational and HR skills evolutions

Modalités de validation

- Contrôle continu

- Examen final

Bibliographie

Titre	Auteur(s)
B2B Data-Driven Marketing: Sources, Uses, Results, by Ruth P. Stevens (Author), Theresa C. Kushner (Author)	Ruth P. Stevens (Author), Theresa C. Kushner (Author)