

## Management stratégique 1 (anglais)

<b>Domaine</b>	Economie et Services
<b>Filière</b>	Economie d'entreprise
<b>Orientation</b>	Economie d'entreprise (EE)
<b>Mode de formation</b>	Temps partiel/En emploi

### Informations générales

Nom:	:	Management stratégique 1 (anglais)
Identifiant:	:	HEG-MgtSan
Années académiques	:	2018-2019, 2019-2020
Responsable:	:	Désirée Chabarekh
Charge de travail:	:	30 heures d'études
Périodes encadrées:	:	15 (= 11.25 heures)

Semestre	E1	S1	S2	E2	S3	S4	E3	S5	S6	E4	S7	S8
Cours									15			

### Connaissances préalables recommandées

No

### Objectifs

Objectives

- Explore all the key issues and understand the current issues,
- Understand and decode the fundamental principles of reasoning strategic,
- Study the fundamental concepts and tools of the strategy,
- Understand the role of strategic innovation,
- Study a systematic approach to the development and implementation of the strategy,
- Study the indicators of measuring the performance of a strategy,
- Apply these principles to case studies.

The different strategies will be examined through:

- The mission and vision of a company,
- Identity and corporate culture,
- Determining key Success Factors,
- The competitive advantages of the company,
- Focus or differentiation,
- Alliances,
- Mergers & Acquisitions,
- Cooperation and partnership opportunities.

Per session, depending on the current economic situation, a strategic concept will be particularly approached and studied.

### Contenu et formes d'enseignement

*Répartition des périodes indiquée à titre informatif.*

**Cours:** 15 périodes

- Group Strategy	6
- Strategic Portfolio	1
- Competitive Strategy	1
- Differentiation Strategy	1
- Alliance Strategy	1
- Merger and Acquisition Strategy	1
- Globalization Strategy	1
- Specialization and Diversification Development	1
- Approach: Presentation of concepts and methods of analysis in business strategy	1
- Preparation, presentation and discussion of case studies	1

### Bibliographie

BESANKO, David et al. *Principes économiques de stratégie*. De Boeck Supérieur, Mars 2011. 592 p.

CHRISTENSEN, Clayton M. et al. *The Innovator's Dilemma*. Harper Business, 2011. 336 p. (Collins Business Essentials).

DAVID, Fred et al. *Strategic Management: Concepts and Cases*. Global Edition, 16/E. Pearson, 2016.

DUCREUX, Jean Marie et al., Boston Consulting Group. *Le grand livre de la stratégie*. Editions d'Organisation, 2009. 378 p. (Les grands livres).

JOHNSON, Gerry et al. *Stratégique*. 10e éd. Pearson France, Mai 2014. 752 p.

WHEELEN, Thomas L. et al. *Concepts in Strategic Management and Business Policy*. Global Edition, 14/E. Pearson, August 2014. 408 p.

### Contrôle de connaissances

**Cours:**

Development and submission of a strategic analysis file.

### Calcul de la note finale

Note finale = moyenne cours x 1

Fiche validée le 15.08.2018 par Borter Silna