

Management stratégique 2 (anglais)

Domaine	Economie et Services
Filière	Economie d'entreprise
Orientation	Economie d'entreprise (EE)
Mode de formation	Plein temps

Informations générales

Nom:	:	Management stratégique 2 (anglais)
Identifiant:	:	HEG-MgtS2a
Année académique	:	2020-2021
Responsable:	:	Désirée Chabarekh
Charge de travail:	:	60 heures d'études
Périodes encadrées:	:	30 (= 22.5 heures)

Semestre	E1	S1	S2	E2	S3	S4	E3	S5	S6
Cours									30

Connaissances préalables recommandées

None.

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 the strategic analysis models to a student-selected business to focus on the analytical approach rather than the descriptive approach.

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: 30 périodes

- Presentation of concepts and methods for a Business Strategy Analysis	2
- Group Strategy	2
- Strategic Portfolio	2
- Competitive Strategy	2
- Differentiation Strategy	2
- Alliance Strategy	2
- Merger and Acquisition Strategy	2
- Globalization Strategy	2
- Specialization and Diversification Development	2
- Preparation to set up an Executive Strategic Analysis Report	12

Bibliographie

- BESANKO, David et al. *Principes économiques fondamentaux pour manager*. De Boeck Supérieur, 2017. 576 p.
- BESANKO, David et al. *Principes économiques de stratégie*. De Boeck Supérieur, 2011. 576 p.
- WHITTINGTON, Richard et al. *Exploring Strategy, Text and Cases*. Pearson, 2019. 840 p.
- FERNANDO, Ralph. *Agile Strategy*. Pearson, 2019. 256 p.
- CHRISTENSEN, Clayton M. *The Innovator's Dilemma : When New Technologies Cause Great Firms to Fail*. Harvard Business Review Press, 2016. 288 p.
- DAVID, Fred et al. *Strategic Management: A Competitive Advantage Approach, Concepts, Global Edition*. Pearson, 2016. 432 p.
- DUCREUX, Jean Marie et al. Boston Consulting Group. *Le grand livre de la stratégie*. Editions d'Organisation, 2009. 378 p.
- JOHNSON, Gerry. *Stratégique*. 12e éd. Pearson France, 2020. 696 p.
- WHEELEN, Thomas L. et al. *Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Global Edition*. 15/E. Pearson, 2017. 432 p.

Contrôle de connaissances

Cours:

Realization and submission of a strategic analysis file.

Calcul de la note finale

Note finale = moyenne cours x 1

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