

Number of ECTS credits : 3
Course language : Anglais
Course leader : EL AMRANI REDOUANE
Speakers : WRIGHT Alexis Duncan

≡ COURSE DESCRIPTION

This course is about strategic management, strategy formulation and implementation. Strategic management refers to the set of managerial decisions and actions that determine the organization's competitiveness and long-run performance.

≡ COURSE OBJECTIVES

At the end of this course, students should be able:

- to understand strategic issues and business decisions.
- to improve the analytical ability in assessing strategies and policies that determines the long-term success of firms.
- to analyse success and failure in the light of strategic management theories.
- to master tools to analyse internal organizational capability and external environmental

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO3 - Use cross-disciplinary approaches
Outcomes	Lev. 3 - Provide analysis from new frameworks of reference and develop/criticize previous frameworks

C4B learning goal	LG4 - CSR
C4B learning objective	LO10 - Identify and understand stakeholder interests
Outcomes	Lev. 3 - Design one's project including its stakeholder interests

≡ TACKLED CONCEPTS

This course provides students with a framework to develop their analytical thinking, strategic decision making, and strategy formulation. Students will experience a wide range of tools for strategic analysis that helps them to build/sharpen their own strategic capabilities. Concepts range from understanding the firm's external and internal environment, identifying the firm's capability, choosing competitive strategies and basics for strategy implementation.

≡ LEARNING METHODS

The general learning environment for this class is interactive. Each course will contain a combination of a class lecture, in depth case discussion. Students have to be well prepared for each session and can be requested to present a case or background reading (individually or in a group). We will equally use some experiential learning in-class exercises, press articles and/or video clips.

≡ EXPECTED WORK AND EVALUATION

Individual written assignment at the end of the module.(50%)

≡ BIBLIOGRAPHY

- Johnson, G., Whittington, R., Angwin, D., Regner, P., & Scholes, K. (2017). *Exploring strategy: text and cases* 11th ed.
- Grant, R. (2016) *Contemporary Strategy Analysis: Text and Cases*, 9th Ed.

≡ EVALUATION METHODS

80 % : Individual Assignment
20 % : participation assessment

≡ SESSIONS

1

Day 1

LECTURE & CASE STUDIES & EXERCISES : 06h00

After an introduction, we will cover external analysis, and in particular the macro, industry and market levels of analysis.

2

Day 2

LECTURE & CASE STUDIES & EXERCISES : 06h00

In our second day, we will focus on internal analysis. We will look at competences and culture that could make a company unique or put it in danger

3

Day 3

LECTURE & CASE STUDIES & EXERCISES : 06h00

In our third day, we will look at strategic decisions at corporate, business and international levels

4

Day 4

LECTURE & CASE STUDIES & EXERCISES : 06h00

In the final day, we will look at some of the strategy processes; in particular the actors involved in strategising and strategy implementation