

Strategic Analysis Gr. 2 ON-SITE (EM023M01B2)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Strategic analysis : 5 ECTS. ● PGE 2A - English track
Discipline	Strategy
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	45

Coordinator

Lecturers

Aucun intervenant pour ce cours

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

This course deals with strategic choices potentially available to an organization for responding to positioning issues it faces. The first part of the course concerns basic concepts and tools presented in the textbook (given to students during the first session), followed by the second part which include more advanced topics such as: international strategy, innovation and merger/acquisition strategies.

Educational organisation

In class

Presentations

In groups

Exercises

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Readings

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** strategic choices available to an organization
- **Describe** and identify innovation dilemmas
- **Analyze** key motives for mergers and acquisitions
- **Analyze** international market potential and attractiveness
- **Describe** how competitors should respond to innovative challenges
- **Evaluate** the international strategy options for a given company

Outline

Students must attend 8 main sessions of 2 hours and must work on an electronic platform (MystrategLab) off class (12 hours). The outline for each session is given during the first session.

Prerequisites

Key concepts to understand :

This course deals with advanced topics in strategic management, then students should have a good knowledge of basic concepts and tools in the related field (PESTEL analysis, SWOT, Value-Chain, strategic capacity, etc.).

Knowledge of :

basics in strategic analysis

Teaching material

Documents in all formats

- Books
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS POWERPOINT

Additional electronic platforms

- Audio documents
- Videos
- Other

Recommended reading

Major works :

For all sessions students are asked to read chapters and prepare case studies and quizz.

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral / in group / English / weighting : 30%

additional information : Assessment on the basis of participation into case studies and provided workload.

This evaluation serves to measure LO1.1, LO1.2

Intermediate evaluation / continuous assessment 2 :

written / individual / English / weighting : 20%

additional information : Students will pass on at least three quizzes during the session two

This evaluation serves to measure LO1.1, LO1.2

Final assessment : exam week

written / in group / English / weighting : 50%

This evaluation serves to measure LO1.1, LO1.2

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.