

Information : Ce plan de cours est celui du cours **EM023M01B1**.

Strategic Analysis Gr. 3 (EM023M01B3)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Strategic analysis : 5 ECTS. <ul style="list-style-type: none">● BEM Bachelor in European Management● PGE 2A - English track
Discipline	Strategy
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	45

Coordinator

Amélie BOUTINOT

Lecturers

Instructor	Population	Email
Amélie BOUTINOT		amelie.boutinot@em-strasbourg.eu

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 lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

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 / individual / English / weighting : 30%

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

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.3, LO3.1, LO4.2

Intermediate evaluation / continuous assessment 2 :

written + oral / 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, LO1.3

Final assessment : exam week

written + oral / in group / English / weighting : 50%

This evaluation serves to measure LO1.1, LO1.2, LO1.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.