

# Top Business Management (EM165M25)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Top Business Management : 5 ECTS.</b> <ul style="list-style-type: none"><li>• Visitants</li></ul>
Discipline	Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	45

## Coordinator

Hector RAMIREZ PEREZ

## Lecturers

Instructor	Population	Email
Hector RAMIREZ PEREZ	Population	

## 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

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**How the course contributes to the programme :**

## Description

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Business environment is in constant change and firms are facing new challenges they did not imagine before. Therefore, companies require managers capable of defining the vision and the strategy that would lead companies to succeed in their industries. This situation would only be possible if future managers understand how to develop businesses that keep the company competitive in a world where commercial borders are falling down and where creativity and imagination are key elements to outperform competition.

Globalization is the driving force leading this change. The key question is how to be competitive according to the risks and opportunities offered by the new business environment. Nowadays, companies look for managers who can solve complex problems and create opportunities that allow the firm to act fast and with the lowest possible risks.

## Educational organisation

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In class

### Lectures

In groups

### Oral presentations

Interaction

### Discussions / debates

## Learning outcomes

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

- **Identify** the importance of good execution to achieve the company's goals.
- **Extend** their understanding of the management role and the importance of managing one-self.
- **Recognize** that innovation and change is not only possible through technological changes, but also by understanding the resources and capabilities of the company.
- **Use** and practice of the case method to learn about different industries and the decisions made by directors through the use

## Outline

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- Topic 1: Course opening (Nov 27)
- Topic 2: Management environment (Nov 27)
- Topic 3: Innovation (Nov 28)
- Topic 4: Execution (Nov 29)
- Topic 5: Directive behavior (Dec 1)

## Prerequisites

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**Key concepts to understand :**

English is the only pre-requisite for this course.

## Teaching material

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### Documents in all formats

- Guide
- Case studies

### Software

- MS POWERPOINT

## Recommended reading

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### Major works :

Exponential Organizations; Salim Ismail; Singularity University; 2014.

Blue Ocean Strategy; Kim and Mauborgne; HBS Press; 2005.

Harvard Business Publishing cases

Leading Change; John P. Kotter; HBS Press; 1996.

The Resource-Based Theory of Competitive Advantage: Implications for Strategy Formulation. R. M. Grant; California Management Review, 114-135; 1991

### Further reading :

### Research works by EM Strasbourg :

## Assessment

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### Intermediate evaluation / continuous assessment 1 :

oral / individual / English / weighting : 25%

additional information : Daily participation The course will strongly require students' participation in order to reach solid conclusions from the topics. Grades for participation do not consist in speaking a lot, but in sharing thoughtful comments or points of view that provide an opportunity for a deeper analysis.

**This evaluation serves to measure LO1.2, LO2.2**

### Intermediate evaluation / continuous assessment 2 :

written / individual / English / weighting : 35%

additional information : Each student will write an essay about "the importance of the role of top management." The essay has to include concepts taught during the sessions. The document should not be a summary, but a self-reflection document. The student should use font Times New Roman, size 12, 1.5 interlined. The final print should be two-sided and extension is 2 pages. Deadline: Friday, November 23 at 5:00 pm (printed).

**This evaluation serves to measure LO1.1, LO1.2, LO2.2**

### Final assessment : last session

written / individual / English / weighting : 40%

additional information :

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

## Grounds for expulsion from classes

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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.