

Corporate Strategy - Diagnosis

Composante
Institut d'Administration des Entreprises (IAE)

En bref

- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Non

Présentation

Description

Strategy is a complex topic since it forces managers to consider both internal and external levers to be able to make smart decisions for the future. In this regard, students are expected to master technical tools, and to learn to think in a way that is quite unique in the business world. This course considers those two dimensions through a strong theoretical background transmission, and a direct application of all concepts to a real project. Sessions are harmonized between theory and practice to optimise students' involvement.

Heures d'enseignement

CM	CM	17h
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Programme détaillé

Strategic thinking and concepts - External diagnosis - Internal diagnosis - Strategic action fields analysis tools - Portfolio analysis tools - Strategic speculations - Strategic perspectives - Conclusion: Strategic vision.

Compétences visées

Understand decision-making in organisations, make a diagnosis, select alternatives, modify a strategy, and allocate responsibilities within a collective work.

Bibliographie

Strategor 8th edition.

Infos pratiques

Lieu(x)

Poitiers-Centre Ville

En savoir plus

<https://iae.univ-poitiers.fr/>