Course identification : MMIC	- Teaching unit 3: Strategy & Management - Module : Strategy - Subject : Strategy	ECTS credits : 5 credits	Semester : Spring Teaching hours : 36h Full workload : 108

Objectives of the course :	• Get a comprehensive understanding of the issues and techniques of strategy. • Assess business strategies • Be able to analyze the broad macro-environment of organizations • Understand and practice tools such as Business Model canvas, Customer journey mapping, 5-forces, PESTEL, SWOT, TOWS, BCG matrices... • Appreciate the purpose and utility of these tools in concrete contexts of strategic management. • Appreciate the descriptions of business models and identify business model components • Understand what CSR is, how/why enterprises implement CSR policies, and how to apply standards and guidelines. • Apprehend the corporate ecosystem and governance issues • Participate in group discussions and presentations to contribute to collective intelligence, co-construction of solutions, and build confidence and soft skill development.
Prerequisites :	• Basic knowledge of the most important functions of an enterprise • Ability to speak and write in English
Course contents :	• Introducing Strategy • The strategic position • Strategic choices • Blue Ocean Strategy • Business Models • Business Model Canvas • Corporate Social Responsibility • Corporate Governance
Evaluation :	• Active participation in the class room – 20% • Blue Ocean Strategy Hackathon (group work) – 30% • Multiple-choice Questionnaire (individual work) – 20% • Business Case (individual work) – 30%
Bibliography :	Articles: ***"What is Strategy?*** By Michael E. Porter (Harvard Business Review) ***"The five Competitive Forces that shape Strategy"*** By Michael E. Porter (HBR) Books: Richard Whittington, Patrick Regnér, Duncan Angwin, Gerry Johnson, Kevan Scholes "**Exploring strategy",** Pearson W. Chan Kim and Renée Mauborgne : « **Blue Ocean Strategy"**, beyond competing », 2005. W. Chan Kim and Renée Mauborgne : « **Blue Ocean Shift**, beyond competing », 2017 Osterwalder and Y. Pigneur: **« Business model generation: a handbook for visionaries, game changers, and challengers**… », 2010.