

OIBUSX08 - Strategic Management

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Department: International affairs
Semester: 1

Course level: Undergraduate (L3)
Domain: Business (Management)
Language: English
Number of hours per semester: 36
ECTS: 6

Course description and objectives

Strategic Management. This course presents the key ideas, principles and instruments, of strategy and competitive analysis. The course focus on the concept of strategy, the data, analysis, procedures, and skills used by managers to position their organizations and set up strategy in order to influence their performance and success.

Strategic Management focuses on organizations as a whole and its interactions and exchanges with its global environment.

The overall goals are:

- To build a framework of analysis which will allow students to analyze central issues and problem in complex cases.
- To be able to develop alternative course of action, and present well supported suggestions for future actions.
- To build up a superior understanding of the present and future conditions in which organization must function.
- To develop analytical and decision-making skills for dealing with complex issues in an ethical manner.

Prerequisites

No specific prerequisite. Some basic notions of strategy would be preferable.

Learning outcomes

- Understand the notion of strategic management
- Ability to analyze, synthesize and anticipate the effects of strategic choices
- Ability to integrate knowledge from strategic management in problem solving in a bigger multidisciplinary setting.
- Understand the steps of an organization's situational analysis
- Ability to think strategically about an organization, its goal, its environment, how it can increase sustainable competitive advantage and develop plans to ensure long term viability.
- Ability to select, structure and present operational data and strategic information.
- Ability to point out how doing strategy has changed because of advancing technology and globalization
- Be able to clearly explain their own perspectives and choices, and consider feedback and remarks of associates.

Assignments and grading

- Class participation: 50% (Case Studies)
- Final exam: 50%

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Introduction to Strategy and elements of reflexivity
2	The performance of organizations
3	Levels and formulation of strategies: changing world, changing strategies
4	Schools of strategy
5	Strategy as a process
6	Stakeholder theory
7	External analysis
8	Internal analysis
9	Generic strategy
10	Focus on sustainable development and risks: implications for strategic thinking
11	Strategic implementation
12	Final Exam

Bibliography

Title: Strategic management concepts and cases a competitive advantage approach

Author: David, Fred R ; David R., Forest ;

Publisher: Boston etc. : Pearson , copyright 2017

Title: Foundations of strategy

Author: Grant, Robert M ; Jordan, Judith ;

Publisher : Hoboken, N.J. : Wiley and Sons , 2012

MyCourse

This course is on MyCourse: No

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Academic calendar

Dates (Monday/Sunday)		
02/09/19	09/08/19	Welcome Week + French seminar
09/09/19	15/09/19	1
16/09/19	22/09/19	2
23/09/19	29/09/19	3
30/09/19	06/10/19	4
07/10/19	13/10/19	5
14/10/19	20/10/19	6
21/10/19	27/10/19	7
28/10/19	03/11/19	Holidays
04/11/19	10/11/19	8
11/11/19	17/11/19	9
18/11/19	24/11/19	10
25/11/19	01/12/19	11
02/12/19	08/12/19	Review w.
09/12/19	15/12/19	Exams
16/12/19	22/12/19	
23/12/19	29/12/19	Holidays
30/12/19	05/01/20	
06/01/20	12/01/20	