



Course Title	Strategic Management
Course Level	Graduate / Undergraduate
Domain	Economics / Management / Social Sciences/ ...
Language	English
Nb. Face to Face Hours	36 (3hrs. sessions)
E-learning Support	Mycourse No
ECTS	6
Semester	2

Course Title

Strategic Management

Professor

Omid MOGHADAS

Contact Information

Email : omid@omid.fr

Language

English

Overview

The main goal of this course is to give students a broad introduction to Strategic Management and provide them with the intellectual tools required to manage business and nonbusiness organizations.

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

Prerequisites

No specific prerequisite, however, some basic notions of business and management is preferable.

Course Objectives

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 diagnostic 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.

Learning Outcomes

- 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.
- Conduct a situational analysis that demonstrates an understanding of an organization, present and conceivable future.
- Ability to think strategically about an organization, its business position, 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 clearly explain their own perspectives and choices, and to consider the feedback and remarks of partners.

Mode of Assessment

Class participation: 50% (Case Studies)

Final exam: 50%

Course Schedule

1	Introduction to Strategic Management
2	The Basis of Strategy : Structure
3	The levels and formulation of Strategy
4	Schools of Strategy
5	Strategy and the performance of organizations

6	Strategy as a Process
7	Stakeholder Theory
8	External Analysis
9	Internal Analysis
10	Generic Strategy
11	Strategy Implementation
12	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**

Grading

The numerical grade distribution will dictate the final grade.

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.

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.