

OIBUSX09 - Corporate Strategy

Professor: François-Xavier LOUIS
Contact information:

Department: International affairs
Semester: 1

Course level: L3 undergraduate
Domain: Business & Management
Teaching language: English
Number of in-class hours: 36
Number of course sessions: 10 + 2 Exam
ECTS: 6

Course description and objectives

The purpose of the course is to introduce students to Corporate Strategy in its main domains as business strategy, analysis of business environment, financials, business transformation, leadership and people management.

Key questions of strategy development and implementation at the corporate level of a company would be covered: where should long term growth come from? How strategy is made within organizations and the role played by strategic planning systems. Understanding of competitive environment and forces. Linkage between strategy and financial analysis. Analysis of resources and capabilities of a firm. The analysis of competitive advantage. Defining corporate mission and vision.

Prerequisites

Each student should have the **Bloomberg** digital application on his/her smart phone. The app is available of Apple Store, Play store etc...

Course structure

Session	Topic
1	The concept of strategy - Role of strategy in success; Analysis, Strategic Framework
2	The concept of Strategy - Role of strategy in success; Analysis, Strategic Framework
3	The concept of strategy - Role of strategy in success; Analysis, Strategic Framework
4	Practical workshop: Group exercise - Artificial intelligence and digital transformation
5	Tools of the strategy analysis: Strategy & Profit, Competition analysis
6	Tools of the strategy analysis: Resources and Capabilities of the Firm
7	Mid-term Exam: individual essay on an annual report, 25% of score
8	Organization, Structure and Management systems
9	The analysis of Competitive Advantage
10	Group Examination: Workshop in groups of 5 to 6 students, 25% of score
11	General review
12	Final Exam: written individual essay, 50% of score

Learning outcomes

Strategy analysis
Business plans formulation

Competitive environment assessment
Firms' resources and capabilities assessment
Firms' organization and value creation

Assignments and grading

- Mid-Term written exam (25% grade), group business case oral exam (25% grade), final written exam (50% grade)

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.

Bibliography

- Contemporary strategy analysis; Robert M. Grant; 8th edition; Wiley; 2015
- Competitive strategy ; Porter E. Michael; Free press; New York
- Corporate strategy for sustainable growth; Guido Corbetta, Paolo Morosetti, Bocconi University Press, 2020
- The art of Strategy; Avinash Dixit, Barry Nalebuff, Norton & Company, 2008
- Corporate strategy, Theory and Practice; Ulrich Pidun, 2019
- Good strategy, bad strategy; Rumelt Richard, ProfileBooks; 2013
- Business process Management; Jeston John; Routledge; 2014.

MyCourse

This course is on MyCourse: **XXX**

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.