

Strategy

Academic Year: **2014/2015**

Semester: **1st**

Instructor(s): *Celine Abecassis-Moedas*

Course Description:

The course concentrates on the major concepts of Strategy:

Analysis of the environment

Analysis of resources

Assessment of corporate strengths and weaknesses

Development of strategic choice

Elements influencing strategy implementation

Course Content:

1- Introduction, What is Strategy about?

2- Analysis of the Environment

3- Analysis of Resources

4- Development of Strategic Options

5- Strategy Evaluation

6- Implementation process

7- Organizational Structure and Strategy

8- Corporate Governance and Stakeholder Analysis (mission, objectives and ethics)

9- Knowledge, Technology and Innovation

10- International Expansion and Globalization Strategies

11- Entrepreneurial Strategy

12- Revision + Feedback on coursework

Course Objectives:

Give students a global vision of strategic management, through the introduction of key concepts and of the main international trends of strategy. These themes are applied to business case studies to foster the analytic skills of students. Case studies, and readings are at European level.

Grading:

Tests: 40%

Coursework (in group): 25%



Class participation (individual): 10%
Case studies: 25%

Bibliography:

Lynch R. Strategic Management (sixth edition), Prentice Hall, 2012.

Biography:

Celine Abecassis-Moedas

Celine is Associate Professor at CLSBE-UCP, where she teaches in the undergraduate program, the MSc (Strategic Management Consulting), the MBA (Business Consulting) and Executive Programs. Celine graduated from Ecole Normale Supérieure de Cachan, La Sorbonne, Université Paris-Dauphine and Ecole Polytechnique (Paris) for her PhD. She occupied different positions in marketing and strategy at France Telecom (Paris), Lectra (New York) and the Management Consulting Firm AT Kearney (London) where she worked for prestigious clients in the Consumer Goods Practice (Sky, House of Fraser, Marks & Spencer, Yves Rocher...). Celine taught at top tier French universities including Sciences Po Paris (in the MBA program), Ecole des Mines de Paris, and La Sorbonne. Before joining UCP, Celine was assistant professor at the Centre for Business Management at Queen Mary-University of London, where she taught in the BA and MSc programs. Celine's research interests are in innovation and design management, and the innovative choices of entrepreneurs.

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