

MGT-475

**Strategy & disruption**

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<b>Cursus</b>	<b>Sem.</b>	<b>Type</b>
Managmt, dur et tech	MA1	Obl.

Language of teaching	English
Credits	3
Withdrawal Session	Unauthorized Winter
Semester	Fall
Exam	During the semester
Workload	90h
Weeks	14
<b>Hours</b>	<b>2 weekly</b>
Lecture	1.71 weekly
<b>Number of positions</b>	<b>40</b>

**It is not allowed to withdraw from this subject after the registration deadline.**

**Remark**

Courses given on IMD Campus.

**Summary**

The current world of business is changing fast, in particular through the rise of digital technologies & the need to find a more sustainable economic model. These changes generate constraints but also tremendous opportunities to rethink competitive landscapes & to come up with disruptive strategies

**Content**

The course will provide analytical frameworks to develop disruptive strategies and put in place the company transformation that is required to do so.

The format of the course will be quite unusual in the sense that we will use the live case of a company to illustrate the different aspects of the problem and their interconnections.

**Keywords**

Strategic disruption  
Strategic transformation  
Industry structure analysis  
Business models  
Strategy implementation

**Learning Prerequisites****Required courses**

None

**Recommended courses**

Strategic Management

**Learning Outcomes**

By the end of the course, the student must be able to:

- Assess / Evaluate changes in industries
- Design new business models
- Contextualise

### **Transversal skills**

- Plan and carry out activities in a way which makes optimal use of available time and other resources.
- Set objectives and design an action plan to reach those objectives.

### **Teaching methods**

Lectures  
Case discussions

### **Assessment methods**

Evaluation carried out during the course. No final exam

- Individual write-up: 20%
- Group work: 30%
- Final assignment: 50%

### **Resources**

#### **Moodle Link**

- <https://go.epfl.ch/MGT-475>