Strategy & disruption

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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