

MGT-475

Strategy & disruption

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Cursus	Sem.	Type
Managmt, dur et tech	MA1	Obl.

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

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

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>