

MGT-475

**Strategy, sustainability and innovation**

Bonardi Jean-Philippe, Bouquet Cyril Daniel Henri

| <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>           |

**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 need to find a more sustainable economic model and through the rise of new technologies. These changes generate constraints but also tremendous opportunities to rethink competitive landscapes & to come up with disruptive strat

**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  
Sustainable strategies  
Industry structure analysis  
Business models innovation  
Strategy implementation

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

Basic strategic management frameworks

**Recommended courses**

Strategic Management 101

**Important concepts to start the course**

Industry structure  
Value chain  
Business model

## Learning Outcomes

- Assess / Evaluate
- Formulate
- Contextualise
- Decide

## Transversal skills

- Assess progress against the plan, and adapt the plan as appropriate.
- Set objectives and design an action plan to reach those objectives.
- Communicate effectively with professionals from other disciplines.
- Take responsibility for health and safety of self and others in a working context.
- Demonstrate a capacity for creativity.
- Demonstrate the capacity for critical thinking

## 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%

## Supervision

|              |     |
|--------------|-----|
| Office hours | No  |
| Assistants   | No  |
| Forum        | Yes |

## Resources

### Moodle Link

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