

MGT-475

Strategy, sustainability and innovation

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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
Courses	1.71 weekly
Number of positions	40

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 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
Assistant.e.s	No
Forum	Yes

Resources

Moodle Link

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