MGT-400

Corporate strategy

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Cursus	Sem.	Type
Management, Technology and Entrepreneurship minor	H	Opt.
Managmt, tech et entr.	MA1, MA3	Opt.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	14
Hours	**3 weekly**
Courses	3 weekly
Number of positions	**50**

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

Summary

Why are some firms more successful than others? This is the fundamental question of strategy. The course aims to familiarize the student with the most important themes relevant for corporate strategy. We will take the a top management perspective to better understand decisions' underlying complexity

Content

What is strategy (in a business context)? And why are some firms more successful than others?
This course is designed to study competition and strategy from the perspective of top management. A principal concern of leaders is the relationship between a company, its strategy, its environment and the firm's performance. This relationship is complex, uncertain, and always changing.
Students will learn to take a birds-eye point of view and learn about different strategic themes and how they are interrelated, both in theory and in practice. Top management such as CEOs shape and lead activities around corporate strategy and we will analyze in depth the complexity they face and how they work through it.
This course introduce participants to the different external and internal aspects of corporate and business strategy. We will tackle the complexity and ambiguity of strategic decision making through discussions of case studies and by analyzing companies and industries, which helps understand the ambiguities top executives have to navigate.

Keywords

Corporate strategy, business strategy, competitive advantage, firm performance.

Learning Outcomes

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

- Discuss key concepts, models and tools of strategy
- Apply strategic management frameworks to challenges that company leaders experience
- Synthesize firm level information and facts
- Assess / Evaluate aspects of firm level corporate and business strategies

Transversal skills

- Identify the different roles that are involved in well-functioning teams and assume different roles, including leadership roles.
- Take feedback (critique) and respond in an appropriate manner.

- Demonstrate the capacity for critical thinking
- Respect the rules of the institution in which you are working.
- Demonstrate a capacity for creativity.
- Make an oral presentation.

Assessment methods

60% on individual assessment and 40% on team assignment