

FMS8AG CORPORATE STRATEGY

FMS8XX		ECTS Credits : 3		Semester : S8
Corporate strategy		Duration : 21 hours		
Person(s) in charge :				
Stéphane LHUILLERY, ICN Business School Professor, stephane.lhuillery@icn-groupe.fr				
Keywords : Company, Environment, Firm theories, Innovation, Strategy				
Prerequisites : The fundamental mechanisms of the economy (first year course)				
Goal : Master the fundamentals of business economics				
Program and contents:				
Introduction : What are business economics ? (1 hour) Chapter 1 : The firm, its roles and its goals (2 hours) Chapter 2 : The theoretical approaches to businesses (3 hours) Chapter 3 : Business strategy (6 hours) Chapter 4 : Economics and innovation management (15 hours)				
Abilities :				
Levels	Description and operational vocabulary			
Know	The fundamentals of business economics (basic vocabulary, tools and methodology)			
Understand	Know and illustrate the different roles and goals of a company Place innovation within a firm's strategy			
Apply	Analyse the company's environment, asses the influence of the different stakeholders			
Analyse	Know how to analyse a company thanks to a theoretical reading grid			
Summarise	Describe and plan a company's strategy			
Assess	Maintain a critical eye on a company's economic and managerial actuality			
Evaluation :				
<input checked="" type="checkbox"/> Written test	<input checked="" type="checkbox"/> Continuous assessment	<input checked="" type="checkbox"/> Oral presentation	<input type="checkbox"/> Project	<input type="checkbox"/> Written report