

**FICHE PEDAGOGIQUE**

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| <b>DESCRIPTION DU MODULE</b>   |                          |
| <b>INTITULE : MANAGING STRATEGIES</b>  | <b>CODE : MEMLRH2503</b> |
|  | <b>ANNEE : 2010/2011</b> |
| <b>CONTENU :</b><br><br>This lecture is a presentation of the behaviors and tools used in strategy and operation plans.<br>Creating or merging – buying business |                          |
| <b>COMPETENCES VISEES :</b><br>- abilities to understand strategies and managing them operationally  |                          |
| <b>DEPARTEMENT/ENTITE FOURNISSEUR : Management et Ressources Humaines</b>  |                          |
| <b>RESPONSABLE PEDAGOGIQUE : Philippe Spach</b>  | <b>BUREAU : E 354</b>    |
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|---|---------------------|
| <b>POSITIONNEMENT DU MODULE DANS LE CURSUS</b>                  |                     |
| <b>ECOLE : EMLV</b>   | <b>ANNEE : 3</b>    |
| <b>PROGRAMME :EMLV</b>  | <b>SEMESTRE : 5</b> |
| <b>OPTION : PEI SHN et REDOUBLANTS</b>                          |                     |
| <b>UNITE D'ENSEIGNEMENT : Management et Ressources Humaines</b> |                     |

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| <b>DUREE (EN HEURE)</b>          |                   |                      |                     |             |
| <b>TOTAL FACE A FACE : 17h30</b> | <b>CM : 2h30</b>  | <b>CA : 15h00</b>    | <b>TD :</b>         | <b>TP :</b> |
| <b>TOTAL EVALUATION : 4 H 30</b> | <b>CC : 02h30</b> | <b>EXAMEN: 02h00</b> | <b>SOUTENANCE :</b> |             |

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| <b>DESCRIPTIF DETAILLE DU MODULE</b>   |
| <b>LANGUE D'ENSEIGNEMENT : Anglais</b>   |
| <b>PREREQUIS :</b><br><br>Marketing – Finance – Management - Ethics  |
| <b>OBJECTIFS PEDAGOGIQUES :</b><br><br><ul style="list-style-type: none"> <li>• To Understand the concept of strategies ;</li> <li>• To handle opportunities and managing doubts</li> <li>• To Adapt behavior to succeed</li> <li>• To be able to analyse situations, make perspectives and operate decisions</li> </ul> |
| <b>METHODE PEDAGOGIQUE :</b><br>Didactic points with lectures<br>Case studies  |
| <b>MODALITES D'EVALUATION :</b><br><br>Case study : 50 % final Exam 50 %   |

**BIBLIOGRAPHIE :**

*Exploring Corporate Strategy, Text and Cases*, Gerry Johnson/Kevan Scholes, FT Prentice Hall  
*Competitive Advantage*, M. PORTER ? The Free Press/Macmillan, 1985  
*La strategie d'Entreprise*, Raymond Alain Thietard, Ediscienne International  
*Management , Stratégie et Organisations*, Helfer/Kalika/Orsoni, Wuibert

| <b>DEROULEMENT DU MODULE</b> |              |                   |                          |  |                            |  |
|------------------------------|--------------|-------------------|--------------------------|--|----------------------------|--|
| <b>N° SEANCE</b>             | <b>DUREE</b> | <b>TYPE COURS</b> | <b>TRAVAIL PERSONNEL</b> | <b>THEMES (obligatoire si CC )</b>   | <b>LOGISTIQUE DU COURS</b> | <b>INTERVENANT(S) Si impact sur planif</b> |
| 1                            | 1h15         | CM                |                          | How to justify the strategic problem ( definitions and concepts – technics, behaviors, from acquisition to creating business) What is uncertain ? How to rationalise it ?.How to manage people in theses cases ? | AMPHI                      |  |
| 2                            | 1h15         | CA                | 1h                       | To manage Partners – external financing (BRF, CAF, equity, good will, etc)   | Salle équipée              |  |
| 3                            | 1h15         | CA                | 1h                       | Diagnostics (in / out helping management to take decision) related with people   | Salle équipée              |  |
| 4                            | 1h15         | CA                | 1h                       | To include probabilities and perspectives and knowledge tools. The Vision. ? how share it ?  | Salle équipée              |  |
| 5                            | 1h15         | CA                | 1h                       | How to really apply strategy, to adapt it in operational management plans  | Salle équipée              |  |
| 6                            | 2h30         | CA                | 1h                       | How to really apply strategy, to adapt it in operational management plans  | Salle équipée              |  |
| 7                            | 2h30         | CA                | 1h                       | Plan Do Check Act Efgm . Budgeting... Case Study   | Salle équipée              |  |
| 8                            | 2h30         | CA                | 1h                       | Plan Do Check Act Efgm . Budgeting... Case stydy   | Salle équipée              |  |
| 9                            | 2h30         | CA                | 1h                       | Case Study   | Salle équipée              |  |
| 10                           | 1h15         | CM                |                          | Conclusion   |                            |  |