

## Master Finance Comptabilité (M1 FC)

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Titre du Cours : **STRATEGIC ANALYSIS**

Course Title:

Heures : **20h (10h CM + 10h TD)**

Lecture hours:

ECTS Credits: **3**

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➤ **CONTENU ET OBJECTIFS PÉDAGOGIQUES DU COURS**  
**DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE**

- To understand how companies conduct a strategic analysis
- To identify strengths, weaknesses, opportunities and threats
- To study target markets and positioning strategies
- To elaborate & implement strategic plans
- To make appropriate decisions in term of organizational structures
- General concepts presented in the initial 2 x 4H courses are applied to case studies during 5 x
- 2H working sessions in 3 groups

➤ **LISTE DES SUJETS OU RESUME DES SEANCES**  
**TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

1. The Strategic Position : environment, capabilities, purpose, culture : IKEA case
2. The strategic choices : business- & corporate- levels, international, innovation : NUMICO
3. The strategy in action : development processes, organizational structures, resources:SONY
4. Strategic Analysis methodology & tools : MARKS & SPENCER
5. Strategic Planning methodology & tools : oral presentation of case studies

➤ **METHODES D'EVALUATION (CONTROLE CONTINU)**  
**EVALUATION AND GRADING**

- (CONTROLE CONTINU 2x25% ET EXAMEN FINAL 50%)
- CONTROLE CONTINU : LES 4 CAS ETUDIES EN GROUPES SONT NOTES :
- PRESENTATION ORALE (25%) + TRAVAIL ECRIT (25%)
- EXAMEN FINAL (4 HEURES) (50%) CONTROLE DES CONNAISSANCES ACQUISES

➤ **REFERENCES BIBLIOGRAPHIQUES**  
**BIBLIOGRAPHY**

EXPLORING CORPORATE STRATEGY JOHNSON SCHOLES WITTINGTON FT PRENTICE HALL