

Master Économie Stratégie d'entreprise

Responsable	Descriptions	Informations
	Code : BECDV5A	Composante : Faculté d'Économie et de Gestion
	Nature :	Nombre de crédits :
	Domaines : Droit, Économie, Gestion	

LANGUE(S) D'ENSEIGNEMENT

Anglais

CONTENU

The objective is to introduce various tools used by private organizations to implement innovative strategies in order to adapt to their new environment, using skill, and knowledge students have learnt so far.

Course outline:

Part I: Case studies on a pharmaceutical firm

- Build a business case
- Make recommendations
- Adapt the case to a new situation

Part II: Development of new economic models

- Innovative marketing method
- Circular Economy

COMPÉTENCES À ACQUÉRIR

At the end of the course, the student will be able to:

- Present case studies,
- Use Business intelligence,
- Suggest new economic models to private firms,
- Work in a team.

MODALITÉS D'ORGANISATION

- The course is organized in 8 teaching slots, for a total of 4 days in order to develop case studies.
- Two days are devoted to the analysis of the pharmaceutical case, and the two remaining case for the development of innovative approaches.
- Cooperation and involvement of students will be highly required in order to create a dynamic course.
- During these slots, students have to solve practical problems that will constitute part of the work for the final grade, which is given by a report.

PRÉ-REQUIS OBLIGATOIRES

Industrial economics, econometrics.

PRÉREQUIS RECOMMANDÉS

Environmental economics, health economics.

VOLUME HORAIRE

- Volume total: 24 heures
- Cours magistraux: 24 heures

CODES APOGÉE

- BECD06A [ELP]

M3C

Aucune donnée M3C trouvée

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