



2EL2140 – Strategy, Marketing and Organization

Instructors: Éléonore MOUNOUD

Department: DÉPARTEMENT SCIENCES HUMAINES ET SOCIALES

Language of instruction: FRANCAIS

Campus: CAMPUS DE PARIS - SACLAY

Workload (HEE): 60

On-site hours (HPE): 35,00

Elective Category : Business Sciences

Advanced level : Yes

Description

This course allows students to implement in a relevant and reasoned way the principal models of strategy and marketing. It develops the notion of business model and how to use it to account for past and future transformations of businesses and companies. The strategic issues related to the development of services, the globalization of value chains, and innovation are thus addressed through case studies. The societal challenges of digital transformation and ecological transition as well as their impact on business models will also be addressed (circular economy). The course invites the students to a personal reflection on the complementarity but also the rivalry between these two transitions based on case studies presented by lecturers on the digital transition, the energy transition and the scarcity of resources (sobriety principle).

Quarter number

SG6

Prerequisites (in terms of CS courses)

Business management course: marketing mix, PESTEL analysis, SWOT analysis, Ansoff matrix, business development modes, value chain, Porter's 5 forces analysis, generic strategies

Start up Week : définition du business model canvas

Syllabus

1. Nespresso case study / detail of business model components
2. Conference on Global Coffee Sector Analysis (The Basic) / Globalization of CGV Value Chains / Social Costing
3. Case Study Michelin Solutions / Strategies in Services / TCO Calculation / Functionality Concept
4. Tesla case study / innovation management
5. SKF Case Study / Understanding B to B Marketing and Globalization



6. Bastien Sibille on the platform economy and its impacts: issues, governance, notion of the digital commons
7. Introduction to anthropology of the digital and the economy of attention, Maxime Blondeau
- 8/9/10/11. WORKSHOP Business for Climate Convention (40 students)
- Quantification of business models (80 students)
12. Written exam

Class components (lecture, labs, etc.)

lectures 8 hours
case studies 10 hours
conferences 6 hours
workshop 9 hours
written exam 2 hours, oral exam 1 hour

Grading

Preparation of the sessions (5 reading notes prior to the case studies),
Assessment: participation in case studies (30%), workshop deliverables (30%), written exam (40%)

Course support, bibliography

Strategor

Resources

Eléonore Mounoud, responsable du cours

Patrick Pichant, consultant, ex directeur marketing Arcelor, chargé de cours
Marie France Crevecoeur, Head of Professional Services and Solution Delivery chez Philips, chargée de cours
Alain Honnart, ex directeur industriel Vallourec, directeur Métal Value
Fedi Soyah consultant de EY Parthenon
Bastien Sibille on digital platform economy
Maxime Blondeau on digital anthropology

Learning outcomes covered on the course

At the end of this course, students will be able to:

- Formulate the positioning and value proposition of a company to its customers
- Detail the business model of a company and to diagnose its coherence
- Identify the challenges of internal or external transformations (transitions) relevant to a company and how to respond to them
- Define a logic of transformation of a company (services, innovation, globalization, transitions) towards a more sustainable model



Description of the skills acquired at the end of the course

CentraleSupélec competences:

C4.1 :Think in client terms, identify and analyse customer needs, the constraints of other stakeholders including societal challenges.

C4.2: Know how to identify the value that a given solution affords a client and the market. To be able to detect opportunities and seize them.

C9.2,: Identify, within a given structure, the scope of liability as well as socio-ethical an environmental responsibilities.

C9.4 : Demonstrate rigour and critical thinking in approaching problems from all angles, be they scientific, social or economic.