



1SL2000 – Business Management

Instructors: Éléonore MOUNOUD

Department: DÉPARTEMENT SCIENCES HUMAINES ET SOCIALES

Language of instruction: FRANCAIS, ANGLAIS

Campus: CAMPUS DE PARIS - SACLAY

Workload (HEE): 40

On-site hours (HPE): 24,00

Description

This course aims to offer engineering students a structured presentation of the main issues of business management and development. The aim is to ensure that outgoing engineering students have a clear vision of what companies are, their objectives, their organization, their partners, and the challenges and alternatives offer to guide their development. The course aims at proposing an integrated vision of business management by defining *raison d'être* and business models.

Quarter number

ST2

Prerequisites (in terms of CS courses)

None

Syllabus

INTRODUCTION - ECONOMIC GROWTH AND ITS IMPACTS

1. Globalized and financialized capitalism
2. The great acceleration of growth
3. The external effects of growth

Lecture 1 - THE RATIONALE OF BUSINESSES

1. Definition and diversity of companies
2. From individual firms to multinationals: global value chains
3. The purpose of business: status is not virtue

Lecture 2 - THE CHALLENGES OF TRANSITION

1. The ecological challenge, carbon but not only!
2. Introduction to the contributive economy: circular and social
3. The challenge of governance, the question of the commons



Lecture 3 - INTRODUCTION TO MANAGEMENT

1. The work of the manager, between decision and animation
2. POP: the principles of management and the functions of management
3. The manager's toolbox: PESTEL, SWOT, KPI and so on

Lecture 4 - BUSINESS MODELS

1. The company's activity, the business model
2. Development paths
3. The digital challenge, data, platforms and sovereignty

Class components (lecture, labs, etc.)

The course will take place in two parallel sessions organised in ST2 with a common lecture hall for presentations and conferences common to both sessions.

The sessions are organised by half-promo and are identical in their organisation :

- 2 lectures, one on the impacts of growth, the other on transition issue
- 2 sessions organised with a 1.5 hour lecture and a 1.5 hour tutorial (situation or role play)
- 3 sessions of 3 hours to discover the work by case study in management : the work in session will be used as a basis for the evaluation of competences
- a final debriefing session of 1h30

Grading

- Continuous assessment: validation of skills on a case study
- Final test : individual written exam without document of 1h30 MCQ on the course and the cases plus 1 analysis question

Course support, bibliography

A book and case studies specifically written for the class (with a list of additional readings) is made available to the students.

Resources

- Teaching staff (instructor(s) names): Eléonore Mounoud (CentraleSupélec), Maxime Guymard (RTE), Guillaume Mainbourg (CS), Xuan Nguyen (EDF), Bertrand Dufour, Emmanuel Ea, Cédric Rassaby, Rémi Sanna, Michel Barth, Virginie Broncart
- Maximum enrollment : integrated classes of less than 40 students (11 groups for 440 students)



- Software, number of licenses required: none
- Equipment-specific classrooms (specify the department and room capacity): none

Learning outcomes covered on the course

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

- Express the business, the sector, the issues and the raison d'être of a company
- Describe the main functions of a company and the principles of management
- Identify the economic and non-economic stakeholders of a company and their issues
- Analyse the business model of a company and the place of digital technology in it,
- Understand what the company is responsible for in its development model

Description of the skills acquired at the end of the course

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 and environmental responsibilities.

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