

4EU+ Letter of Attendance Supplement

4EU+ Course description/syllabus

	Categories	Please fill in
1	Title:	Strategic Management and Intrapreneurship
2	Type of educational activity/teaching format:	Online courses
3	Responsible and offering lecturer:	Agnès Leroy agnes.leroy@sorbonne-universite.fr
4	Other lecturers if involved:	None
5	Start date - end date and duration:	October 28 th 2022 – January 19 th 2023
6	Short description of the content of the course:	<p>You will spend 9 courses of 2 hours each in interactive, online sessions via Teams or Zoom. The course walks you through the key concepts and guides you towards deep insight and additional sources of support.</p> <p>The course will enable participants to understand fundamentals of strategic management.</p> <p>To this aim, modern strategic diagnostics adopted by firms will be presented in class. Participants will get theoretical knowledge on strategic management and apply this knowledge through a practical approach in group projects work throughout the course.</p> <p>You will develop expertise in the analysis of a business situation and in clearly presenting your findings both orally and in writing. You will also further develop your ability to work effectively in teams.</p> <p>You will carry out a case study in "Strategy and intrapreneurship" in distance learning with a team of students from the Sorbonne University.</p> <p>Students will be provided with course slides, structured specification for final group project, additional references and links for the real case business via course Moodle Sorbonne University page.</p>
7	Workload / Credits:	<p>18 hours + Independent workload</p> <p>Out of the 18 hours of classes, 6 hours will be mandatory in distance learning.</p> <p>For the rest of the hours, you will organize yourself independently with the members of your team and a pedagogical follow-up of the case study is proposed.</p> <p>2 ECTS</p>
8	Target group-level:	BA - 3d year

	Categories	Please fill in
9	Language of instruction:	English
10	Learning content:	<p>Learning contents:</p> <ul style="list-style-type: none"> - To be entrepreneurially / intreprenurially minded - To be equipped with efficient business skills - To develop your ability to work effectively in teams - To develop your ability to achieve a study case in Management as a digital learning student
11	Learning objectives:	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> - To demonstrate the ability to collaborate effectively - To do a global analysis of a firm and its environment with internal and external diagnostics (PRIMEFAC PESTEL & ICEDRIPS SWOT) - To apply knowledge in order to meet the expectations of the professional world - To propose the idea of an innovative product (good or/and service) linked to the CSR (Corporate Social Responsibility) policy of the firm analyzed - To solve in team a professional issue - To be autonomous
12	Assessment methods and criteria:	<ul style="list-style-type: none"> - Digital Multiple Choice Questions (MCQ) test - 30% - Written Analysis of a case study chosen by a team of 2 to 3 students - 40% - Final group project consisting of a final presentation - 30%
13	4EU+ Flagship:	Flagship 4: Biodiversity and sustainable development
14	4EU+ Transversal skills/shared competencies:	<ul style="list-style-type: none"> - Critical thinking By doing a global analysis of a firm in team, students have to develop their critical thinking. They compare their respective views during the study case. They use theoretical and professional knowledge on strategic management. - Entrepreneurship/Intreprenurship An intrapreneur is an employee of a large organisation, who has the authority of initiating creativity and innovation in the company's products, services and projects. Entrepreneur and Intreprenur have the same characteristics. Intrapreneurship promotes teams with people of different gender, age groups, culture and fields. It is a creative initiative for the progress of both the employee and the company with mutual benefit. - Societal engagement As intrapreneurs, students have to be creative to propose an innovative product linked to the CSR strategy of the firm.

PROGRESSION OF STRATEGIC MANAGEMENT & INTERPRENEURSHIP

Objective

The **Enterprise and Management** module is the first module of the SHEJS (Human, Economic, Legal and Social Sciences) courses at Polytech Sorbonne. The main objectives of these courses are to prepare and support students to integrate the professional world and to put their actions into perspective by taking into account the social, economic, ethical and intercultural context that surrounds them.

Project-based learning and multidisciplinary teaching are favored (English, economics, management, etc.) with a pedagogical content that develops autonomy and the capacity for self-evaluation.

Course materials are available in digital form on the Moodle platform.

Out of the 18 hours of classes, 6 hours will be mandatory in distance learning.

For the rest of the hours, you will organize yourself independently with the members of your team and a pedagogical follow-up of the case study is proposed.

Prerequisites

No

Evaluation methods

- **Formative and formative evaluations:** Non-graded evaluations carried out orally and in writing to enable students to verify the progressive acquisition of skills. They can be carried out as self-assessments (digital quizzes) in order to encourage the reflexivity of the students.

Students work individually and in groups on projects

- **Summative evaluations :** Evaluations will be graded during these semesters => written and oral

- **Semester 1**

- **Numerical Quiz:** 30%.
- **Case study of strategic analysis in a team | 70**
 - **Written evaluation 40% (submitted on Moodle) and professional oral evaluation 30%.**

How to contact Professor Agnès Leroy: Course : Mail agnes.leroy@sorbonne-universite.fr

Sessions	Theme	Items
1	Theme Course/Case Study	<p>The strategic approach (implementation)</p> <ul style="list-style-type: none"> - Define the business model: Key success factors, competitive advantages, value creation, network partnerships - Method for developing an innovative strategy (analysis of different methods) - Internal and external strategic tools (PRIMEFACT, PESTEL, ICEDRIPS, SWOT) <p>Current and future strategic issues</p> <ul style="list-style-type: none"> - Analyze the environment - Strategies are developed according to the context and market realities (opportunities/constraints) in an ecosystemic and innovative logic - The importance of intrapreneurship/entrepreneurship skills <p>Strategic alignment: optimizing operational performance</p> <ul style="list-style-type: none"> - The evolution of the performance logic in organizations - The tools for managing a winning strategy <p>The impact of digital and CSR on strategy</p>
2	Theme Course/Case Study	Case study carried out in teams of 3 Project-based learning Pedagogical follow-up
3	Theme Course/Case Study	Case study carried out in teams of 3 Project-based learning Pedagogical follow-up
4	Theme Course/Case Study	Case study carried out in teams of 3 Project-based learning Pedagogical follow-up
5	Theme Course/Case Study	Case study carried out in teams of 3 Project-based learning Pedagogical follow-up
6	Theme Course/Case Study	Case study carried out in teams of 3 Project-based learning Pedagogical follow-up
7	Theme Course/Case Study	Case study carried out in teams of 3 Project-based learning Pedagogical follow-up
8		Oral presentation
9		Oral presentation