



Organizational strategies

Presentation

The overall objective of this course is to give students the tools to understand the world in which we live by approaching it from the perspective of organizations' strategic trajectories (private, public, solidarity-based and social). More specifically, the course aims to: provide the keys to understanding the strategic challenges of organizations, and to understand their choices and analyze their strategic practices (at the level of the sector of activities, at the level of the organization and at the international level). The approach chosen is to systematically illustrate the contents with examples and cases of organizations (private, public, and actors of the social and solidarity economy). These back-and-forth movement between theoretical and practical framework structures the teaching content.

In brief

ECTS credits : 2.0

Number of hours : 18.0

Teaching term : Six-monthly

Teaching activity : Lecture course

Year : Third year

Validation : Final written examination

Contacts

Responsible(s)

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Bibliography

- * Leroy (Frédéric), *Les stratégies de l'entreprise*, Paris, Dunod, 5e édition, 2017.
- * Johnson (Gerry) et al., *Stratégie*, Paris, Pearson France, 11e édition, 2017.

