

Syllabus

Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Diagnostic stratégique et environnemental des entreprises et analyse des marchés
Teacher	-
shared course	<input type="checkbox"/> No X Yes, with M2 eachat
Hourly volume	21
Evaluation methods	Written exam of individual project
Course summary	<p>This course is given in French.</p> <p>This course aims to develop skills and knowledge in diagnosing and analyzing markets from a strategic perspective. Through a combination of theoretical frameworks, case studies, and practical exercises, students will learn to critically assess market conditions, identify key trends and opportunities, and formulate effective strategic responses. The course adopts a comprehensive approach that integrates market analysis into strategic decision-making, equipping students with the tools and techniques necessary to navigate the complexities of market dynamics and develop successful strategies.</p>
Skills	<p>Competitive Analysis: Conduct competitive assessments to evaluate the strengths and weaknesses of competitors. Identify competitive positioning and analyze market strategies of competitors.</p> <p>Market Segmentation and Targeting: Understand the importance of market segmentation in making strategic decisions. Develop targeting strategies for specific market segments based on their characteristics and needs.</p> <p>Environmental Analysis: Evaluate macro and micro-environmental factors that influence market dynamics. Analyze the impact of political, economic, social, technological, and legal factors on market conditions.</p> <p>Market Positioning and Differentiation: Explore strategies for positioning products or services in the market. Develop differentiation strategies to create a unique competitive advantage.</p>

Strategic Decision Making:

Understand the role of market analysis in strategic decision making.
Apply strategic frameworks and tools to evaluate market opportunities and make informed decisions.

By the end of the course, students will have acquired the skills and knowledge necessary to diagnose and strategically analyze markets. They will be capable of assessing market conditions, identifying opportunities, and formulating effective business strategies in alignment with organizational objectives. Furthermore, students will develop critical thinking abilities, enabling them to make informed decisions in dynamic market environments and contribute to the long-term success of businesses and organizations.