MASTER BDEEM | COURSE SYLLABUS

Diagnostic stratégique et environnemental des entreprises et analyse des marchés

Strategic and environmental diagnosis of firms and market analysis

PROGRAMME	SEMESTER	CREDITS	CONTACT HOURS
Master 2	Semester 1	2 ECTS	21h Lectures

Course Description

The course develops students' ability to diagnose firms and analyse markets from a strategic and environmental perspective. Through theoretical frameworks, case studies and practical exercises, students learn to assess market conditions, identify major trends and opportunities, and formulate appropriate strategic responses.

The course integrates competitive, market and environmental analysis into strategic decision-making. It equips students with the methods and tools required to understand market dynamics, evaluate organisational positioning and design strategies aligned with business objectives.

This course is shared with Master 2 E-Achat. This course is delivered in French.

Learning Outcomes

- Conduct a competitive analysis and assess the strengths and weaknesses of rival firms.
- Identify competitive positioning and interpret competitors' market strategies.
- Apply market segmentation and targeting principles to strategic decisions.
- Evaluate macro- and micro-environmental factors affecting market dynamics.
- Analyse political, economic, social, technological and legal influences on markets.
- Design positioning and differentiation strategies that create competitive advantage.
- Apply strategic frameworks to evaluate market opportunities and support informed decisions.
- Formulate coherent business strategies in dynamic and uncertain environments.

Indicative Content

1. **Strategic diagnosis**: purpose, scope and principal analytical frameworks.
2. **Competitive analysis**: competitors, strategic groups, strengths and weaknesses.
3. **Market analysis**: structure, demand, trends, opportunities and threats.
4. **Segmentation and targeting**: identifying and prioritising relevant market segments.
5. **Environmental analysis**: macro- and micro-environmental drivers of change.
6. **Diagnostic tools**: political, economic, social, technological, environmental and legal factors.
7. **Positioning and differentiation**: value propositions and sources of competitive advantage.
8. **Strategic decision-making**: evaluating options and formulating market-oriented responses.

Teaching & Learning Approach

The course combines conceptual input, applied frameworks, case studies and practical exercises. Students analyse real or simulated business situations, compare strategic options and justify recommendations using evidence from market and environmental analysis.

Assessment

Written examination or individual project