

5.0 credits

30.0 h

Teacher(s) :	Martin Francis ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	The main topics covered during this seminar are - how to understand/translate the strategy of a company - how to take the helicopter view, bringing the industry into the picture - how to understand/analyze the innovations developed by a company in the context of a specific strategy
Aims :	The main two objectives of this seminar are : - to illustrate to students how the skills of an economist are used in a company in the fields of strategy and innovation - to force the students to analyze an industry and two companies active in this industry while practically working with a set of methodologies and frameworks (described below) <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Content :	This seminar is organized as follows: - During the first two courses, the professor explains the methodology, recaps the basics of strategy and innovation at a company level. He also describes the main frameworks to be used by the students. - Students are asked to work in pairs (could be extended to groups of three people maximum, depending on the number of students) and to choose an industry as well as two companies, listed and active in this industry. Choice has to be made at the end of the second course. - The main methodologies to be used by the students are Era analysis, Forces at work (Porter), Portfolio of innovations (McKinsey) and comparison of financial ratios. - The students work in groups and have to present their findings at the end of the seminar (e.g. powerpoint presentation). In order to prepare these presentations, two coaching sessions are organized by group with the professor.
Other infos :	Pré-requis Preferably an introduction to accounting and/or finance. Preferably an introduction to strategy. Evaluation Based on the final presentation: - 10 points for the quality of the presentation (including proper sourcing) - 10 points for the quality of the individual speaker (including Q&A)
Cycle and year of study :	> Master [60] in Economics : General > Master [120] in Economics: General
Faculty or entity in charge:	ECON