

# The engineer dealing with the challenges of strategy and innovation



## In brief

➤ **Course language:** French

## Presentation

### Learning objectives

**Activity 1:** Learn the fundamentals of intrapreneurship

**Activity 2:**

- \* become familiar with the business strategy approach
- \* master the first elements of the "managerial" vocabulary
- \* master the toolbox, concepts and essential methods of strategy
- \* develop the ability to understand and analyze management issues
- \* understand and solve small cases of company strategy
- \* develop a general understanding of the socio-economic world
- \* act as a responsible actor by becoming aware of Social and Environmental Responsibility

### Description of the programme

**Activity 1:** (2 hours per session)

- \* Session 1 - Innovating with intrapreneurship: Description of the 4 main currents in entrepreneurship (the economic school, the trait school, the process school, and the entrepreneurial organisation school), the different forms of entrepreneurship, and the definitions of intrapreneurship / Case study
- \* Session 2 - Building an intrapreneurial project: Development of the intrapreneurial idea, formulation of the intrapreneurial intention, development of the business plan, and finding sponsors / Case study.

- \* Session 3 - Becoming an intrapreneur: Identifying intrapreneurial traits in the organisation's employees, and distinguishing the intrapreneur from the the intrapreneur in relation to the traditional manager and the entrepreneur / Case study.
- \* Session 4 - Running an intrapreneurial project: Presentation of the working methods specific to the startup spirit (Agility, Lean Startup, Scrum, Design Thinking), and their tools / Case study.
- \* Session 5 - Intrapreneurship according to the company strategy: Analysis of the tools available to the organisation to carry out strategic renewal through intrapreneurship through intrapreneurship, and understanding strategic balances / Case study.

**Activity 2:** Lectures: 10 hours

- \* Session 1: Introduction to business strategy
- \* Session 2: Segmentation and key success factors
- \* Session 3: Competitive environments
- \* Session 4: the canva business model
- \* Session 5 : the business portfolio

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## Generic central skills and knowledge targeted in the discipline

C1 - INNOVATION: CENTRAL CAMPUS ENGINEERS CREATE VALUE THROUGH SCIENTIFIC AND TECHNICAL INNOVATION

C2 - COMPLEXITY: ENGINEERS AT CENTRALE PARIS MASTER THE COMPLEXITY OF THE SYSTEMS AND PROBLEMS THEY ENCOUNTER

C5 - STRATEGIC VISION: ENGINEERS AT CENTRALE PARIS ARE PART OF A STRATEGIC VISION AND KNOW HOW TO IMPLEMENT IT

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## How knowledge is tested

**Activity 1:**

- \* Case study: 5H
- \* Individual final test: 1H

**Activity 2:**

- \* Individual quiz
- \* Case study and presentation

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## Bibliography

LHEMANN-ORTEGA L., LEROY F., GARETTE B., DUSSAUGE P., et DURAND R., *Strategor*, Dunod, 2013.

LOILIER T., TELLIER A., Les grands auteurs en Stratégie, *Editions EMS Management et société*, 2007.

MESSEGHEM K. et TORRES O., Les grands auteurs en Entrepreneuriat et PME, *Editions EMS Management et société*, 2015.

PINCHOT G., Intrapreneuring, *Harper and Row*, 1985.

David Collis et Cynthia Montgomery, Corporate Strategy – A Resource-Based Approach (McGraw-Hill, 1998).

Pankaj Ghemawat, Strategy and the Business Landscape (Prentice Hall, 2009).

Gerry Johnson, Kevan Scholes, Richard Richard Whittington, Frédéric Fréry, Stratégique (Pearson Education, 2008).

Lehmann-Ortega, Leroy, Garrette, Dussauge, Durand, Strategor, (Dunod, 2013).

M. E. Porter (1982), Strategic choices and competition: techniques for analysing sectors and competition in industry, Economica.

M. E. Porter, (1986), Competitive Advantage: How to stay ahead of your competitors and maintain your lead, InterEditions.

Reading of specialised periodicals: Le Monde (daily), Les Echos (daily), L'Essentiel du management (monthly), Capital (monthly), La revue française de gestion.

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## Teaching team

- \* Mélanie ROUX
- \* Annelise MATHIEU

### Total des heures

CM	Master class	20h
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## Useful info