

Summer programme: Competitive Strategy

28th May / 7th June 2019

PUBLIC: Final year Undergraduate or Master students

TEACHING LANGUAGE: English

DATES INCLUDING FINAL EXAM:

Tuesday 28th May – Friday 7th June 2019. Students will be expected to arrive in Rennes on Monday 27th at the latest and leave on the 7th mid-afternoon at the earliest.



PRE-REQUISITES:

- Successful completion of at least two years of undergraduate level studies.
- Strong command of spoken and written English



Application

REGISTRATION DEADLINE

1st April 2019

FEES Fee-paying students: 1450€

Exchange students: tuition fees can be waived if an agreement has been signed between Rennes SB and the home institution.

APPLY

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Programme 27 teaching hours / 6 ECTS (3 US credits)

The focus of this module is on Strategic Analysis on competitive and dynamic markets. This module deals mainly with two goals: (1) to increase the students' understanding of what managers must do to make a business sustainable and performant in the long term; and (2) to develop the student's ability to lead a Strategic Analysis of a firm on highly competitive and dynamic markets.

TOPICS COVERED

- Competitive advantage
- Market, Industry Analysis and Digitalisation
- Corporate strategy, entry & Exit
- Competitive strategy in the age of platforms
- Data-Driven Decision Making and competitive strategy

ASSESSMENT METHODS

Continuous assessment: a report + a presentation

Final assessment: Individual Written Paper.

FACULTY

A team of multicultural professors from Rennes School of Business.

INCLUDED IN THE PROGRAMME:

- 27 hours of classroom teaching
- Teaching material
- WiFi access inside school
- Company visits (Rennes)
- Tour of Rennes
- Welcome breakfast and farewell lunch

NOT INCLUDED IN THE PROGRAMME:

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals - Transportation - Cultural visits - Insurance