

# Summer programme: Competitive Strategy

28<sup>th</sup> May / 7<sup>th</sup> June 2019

**PUBLIC:** Final year Undergraduate or Master students

**TEACHING LANGUAGE:** English

**DATES INCLUDING FINAL EXAM:**

Tuesday 28<sup>th</sup> May – Friday 7<sup>th</sup> June 2019. Students will be expected to arrive in Rennes on Monday 27<sup>th</sup> at the latest and leave on the 7<sup>th</sup> 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

1<sup>st</sup> 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