

# Economy (ECON01\_IIBM)



## Présentation

### Objectifs

This module aims to enable the student to :

- \* identify and describe the challenges European companies are facing in a globalized economy.
- \* understand the key concepts and methodologies for risk management
- \* be able to define a risk matrix for an industrial project or a company

### Heures d'enseignement

TD	Travaux Dirigés	16h
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### Plan du cours

- \* The aim of this course is to understand how current economic challenges are changing the context in which firms operate, with a focus on the European market. The question of how context influences market structures and business strategies will be studied. The way in which institutions and policies adapt to these new challenges and the consequences for business will also be addressed.
- \* The course will be based on some theoretical elements, but more importantly on practical and empirical case studies, which will enable a better understanding of the current economic challenges for business.

### Compétences visées

On completion of the module, the student is expected to be able to:

**L01** : Better assess the risks and opportunities of European companies in the globalized market

**L02** : Understand how new challenges are shaping current and future industrial policies

**L03** : Understand how and why companies are adapting their strategies to preserve and create market power

## Infos pratiques

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### Lieux

➤ Annecy-le-Vieux (74)