ESIROI
ÉCOLE D'INGÉNIEURS
UNIVERSITÉ DE LA RÉUNION

DEPARTMENT : *AA*
SEMESTER : *S7*

IDENTIFICATION

Course code :	ESI-SPI-CI-AG4-S7-UE3-EC1
ECTS :	1

DURATION

Lectures :	2
Tutorial classes :	8
Labs :	0
Total :	10

Project :
Personnal work :

ASSESSMENT

TEACHING MATERIALS

LANGUAGE

English

CONTACT

Kaies SOUIDI (RP 4A AA) Frédéric CADET (CEV) frederic.cadet@univ reunion.fr kaies.souidi@univ-reunion.fr

Modifié le : 14 juillet 2026

ESIROI - **Campus de Terre Sainte**
40 Avenue de Soweto, 97455 Saint-Pierre, Cedex
Tel.: +262 262 81 83 01 / 02 ; www.esiroi-reunion.fr

UE : UE7-QHSE

COURSE : Strategy

SCOPE OF THE COURSE

OBJECTIVES

Provide engineering students with a general culture of strategy. Understand how an organization or a territory defines its objectives and priorities. Situate strategic choices within an economic, technological, and geopolitical context. Present the role of innovation, clusters, networks, and competitiveness. Introduce simple strategic analysis tools. Apply these concepts in practical work on concrete topics worked on in groups.

COMPETENCE AND SKILLS

Define the concepts of strategy, objective, positioning, and competitive advantage. Identify the economic, technological, and geopolitical factors influencing a strategy. Understand the role of innovation in competitiveness. Explain the concepts of incubation, seed funding, patent, proof of concept, and TRL. Understand the role of clusters, R&D, RDI, and ecosystems. Identify key actors, networks, and partnerships useful for a strategy. Use simple tools : SWOT, PESTEL, stakeholders, SBUs. Analyze a sector, a technology, a public policy, or a territory. Formulate simple recommendations based on a structured diagnosis. Present a clear, well-argued, and concise analysis orally.

PROGRAM

Introduction : major characteristics of the contemporary economy. Definition of strategy : vision, objectives, means, resources, and priorities. Corporate, territorial, industrial, and public strategies. Innovation : innovation chain, R&D, transfer, and industrialization. Incubation, seed funding, proof of concept, patents, and intellectual property. TRL, technological maturity, and innovation financing. Clusters : definition, specialization, competitiveness, and key sectors. Networks : cooperation, multilateral organizations, and economic integration. Strategic analysis tools : SWOT, PESTEL, stakeholders, SBUs. TD : selecting a strategic topic and framing the issue. TD : diagnosis, documentary research, and recommendations. TD : report, oral presentation, and group discussion.

BIBLIOGRAPHY

Porter M. E., *Competitive Strategy*, Free Press. Porter M. E., *The Competitive Advantage of Nations*, Free Press. Rumelt R. P., *Good Strategy / Bad Strategy*, Profile Books. Mintzberg H., Ahlstrand B., Lampel J., *Strategy Safari*, Free Press. Christensen C. M., *The Innovator's Dilemma*, Harvard Business Review Press. European Commission, France Stratégie, OECD, Bpifrance Le Lab : reports on innovation and competitiveness.

REQUIREMENTS

No specific disciplinary prerequisites are required. A general knowledge of economics, innovation, and business organization is useful. Key concepts are reviewed during the course. Students must be able to research and select reliable information. They must be able to work in groups and present a structured analysis.