

# SUSTAINABLE ACADEMY

*By l'École de Management Appliqué*



## SEMINAR: GLOBAL MANAGEMENT STRATEGY

Learn core strategy frameworks used in global organisations. Strengthen structured thinking and the ability to communicate clear strategic recommendations.

## LEARNING OBJECTIVES

1

Apply core strategy frameworks to a case (diagnosis, choice, execution) and justify a direction.

2

Analyse international context factors (markets, stakeholders, risks) and set strategic priorities accordingly.

3

Integrate sustainability as both a constraint and a lever (risk, reputation, value chain, regulation) into a strategy recommendation.

4

Debate options in class (structured “for/against”) and revise a recommendation based on feedback and new information.

5

Produce a concise team output (one-page brief or short pitch) and present trade-offs clearly.



## START: 15TH JUNE 2026

ON SITE

24 hours

ONLINE

6 hours

ECTS

3

US CREDITS

2

## ENTRY REQUIREMENTS

- Be at least 18 years old.
- Hold a secondary education diploma (or equivalent).
- Meet any applicable residency or immigration requirements.