LLSMS2061

2012-2013

Corporate Strategy in Europe (in English)

5.0 credits	30.0 h	1q

Teacher(s) :	Gailly Benoît ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	Scope of the activity (Main themes addressed) Identify and review the key issues related to corporate strategies within the European competitive environment.. Develop an understanding, at the European level, of the key aspects of the competitive performance of firms and groups, such as : the "triadisation" aspects, the key milestones in terms of growth, age and complexity, the international competitive environment, globalisation and growth. Methods In-class activities 1 Lectures At home activities 1 Readings to prepare the lecture 1 Paper work 1 Students presentation
Aims :	At the end of the class, students should be able to : - Understand the key aspects of international strategic management - Understand the key aspects of the European competitive environment and their implications on corporate strategy *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Other infos :	Other information Prerequisites (ideally in terms of competiencies) Baisc concepts of strategy Evaluation : Class participation and oral examination, in French or English Support : Slides provided through icampus References : Provided during the class Internationalisation 1 international content (does the course tackle international issues related to the course content ?) Corporate features 1 corporate guest Skills 1 team work Techniques and tools for teaching and learning 1 Internet work

Cycle and year of study :	> Master [120] in Information and Communication > Master [120] in Multilingual Communication > Master [120] in Management > Master 120 of arts in Business engineering > Master 120 in Management
Faculty or entity in charge:	CLSM