

5.0 credits	15.0 h + 30.0 h
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Teacher(s) :	
Language :	Français
Place of the course	Mons
Prerequisites :	-- GEHD1316 ' Strategic and Operational Marketing -- ECHD1305 ' Managerial economics QAHD2130 ' Econometrics
Main themes :	<p>Course part</p> <ol style="list-style-type: none"> 1. Strategy: key concepts and trends 2. Components of the SWOT analysis: a framework of reference 3. External analysis (O, T) <ol style="list-style-type: none"> 3.1. Customer analysis 3.2. Competitor analysis 3.3. Market analysis 3.4. Environmental analysis 4. Internal analysis (S,W) <ol style="list-style-type: none"> 4.1. Self-evaluation: identification of the company's strategic capabilities (the European Foundation for Quality Management model) 4.2. From strategic diagnosis to strategy: analysis of the activities portfolio (the BCG matrix) 5. Basic strategies 6. Strategy implementation and planning <p>Strategic simulation game part</p> <p>Different groups of students (from 4 to 5 students), each running a business, compete in the markets. The seminar is organised around sessions on strategy decision-making and debriefing. It ends with a presentation and a report by each group on the strategic analysis of the markets in which companies operate, the evolution of strategies and the relative performance of competing companies.</p>
Aims :	<p>On completion of this course, students will be able:</p> <p>--</p> <p>to understand the key stages of a strategic analysis (external and internal) prior to the development of any strategy;</p> <p>--</p> <p>given the outcome of the strategic audit, to identify possible strategic options for a company/organisation;</p> <p>--</p> <p>finally, to select the most appropriate strategy(ies) for a company/organisation.</p> <p><i>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".</i></p>
Cycle and year of study :	<p>> Master [60] in Management (shift schedule)</p> <p>> Master [120] in Management FisCom (shift schedule)</p>
Faculty or entity in charge:	BLSM