

5.0 credits	30.0 h	2q
-------------	--------	----

Teacher(s) :	Bascle Guilhem ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	Prerequisites (ideally in terms of competencies) introductory course in European economics. Evaluation : Support : References : Internationalisation 1 international content (does the course tackle international issues related to the course content ?) Skills 1 presentation skills 1 team work Techniques and tools for teaching and learning 1 Internet work
Main themes :	Business-level strategy Corporate-level strategy Alliances, joint venture & mp; acquisitions Internationalization stratégies
Aims :	The objective of this course is to review the main concepts, methods and tools which are used in the strategy formulation and implementation process, identify the business situations in which they can be applied most effectively, as well as understand the limitations of the various approaches. <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>
Content :	Business and corporate strategy, competitive advantage, portfolio management. The organization and its internal resources as factors of competitive advantage. Cooperative strategies: collaborations, alliances joint-venture. The course is mainly organized on the basis of formal lectures and case discussions.
Other infos :	Lecture slides :available on icampus. Reference list : distributed during the course.
Cycle and year of study :	<a href="#">&gt; Master [120] in Management</a> <a href="#">&gt; Master [120] in Management</a>
Faculty or entity in charge:	CLSM