

5.0 credits	30.0 h	1q
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Teacher(s) :	Ducarroz Caroline ;
Language :	Anglais
Place of the course	Mons
Main themes :	<p>- The seminar takes the form of a strategic management simulation, in the context of which groups of students (4 to 5 in each), each running a business, compete on one or two markets. The simulation focuses on the strategic aspects of running a business.</p> <p>- After having presented the working environment (the Markstrat Online simulator), the seminar sessions are organised around strategic decision-making and debriefing sessions with the teachers supervising the simulation. At the end of each session, students are asked to produce a short interim report on the group's strategy and the implementation of this strategy. The seminar ends with a more consistent report from each group on the strategic analysis of the markets in which companies operate, changes to strategies and the relative performance of competing companies.</p>
Aims :	<p>After attending this seminar, students will be able to put the theoretical concepts underlying the strategic analysis and development of corporate strategy into practice.</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>
Evaluation methods :	Continuous assessment
Teaching methods :	Simulation of strategic management of a company in groups of 4 to 5 students.
Bibliography :	LARRECHE J.C., GATIGNON H., TRIOLET R. (2006), Markstrat Online : Manuel du participant, Stratx.
Cycle and year of study :	<p>> Master [60] in Management</p> <p>> Master [120] in Management</p>
Faculty or entity in charge:	BLSM