UCL Université catholique de Louvain

LLSMF2003

2015-2016

Advanced Strategic Management

5.0 credits	30.0 h	2q

Teacher(s) :	Coeurderoy Régis ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	- international alliances, joint venture & acquisitions, - implementing international strategy: structure, processes and people, - Opportunities and risks in emerging markets.
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. *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".*
Content :	Business and Corporate Strategy, Competitive Advantage Development, Business Portfolio Management The Organisation and its Internal Resources as factors of Competitive Advantage Management in the "New Europe" Cooperative Strategies: Collaborations, Alliances and Joint-Venture. The course is mainly organized on the basis of formal lectures and case discussions. Methods In-class activities 1 Lectures 1 Interactive seminar At home activities 1 Readings to prepare the lecture 1 Students presentation
Other infos :	Prerequisites (ideally in terms of competiencies) 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
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Management	GEST2M	5	-	
Master [120] in Management	GESM2M	5	-	