UCL Université catholique de Louvain

LLSMG2006

2015-2016

Strategic Management

5.0 credits	30.0 h	2q

Teacher(s) :	Bascle Guilhem ; Desclée De Maredsous Xavier ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	As a top management function, business policy offers a comprehensive framework for the organization in a global economic and social prospect. It integrates management functions in a cohesive frame and enables an organization to reach its long run success through the development of a sound strategic capacity. Interdependence of the strategic, cultural and structural dimensions of the business policy. Specific topics offer opportunities to reflect on the top management function through the means of recent concepts, methods and tools in the field of business policy.
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Look critically ' 2. Combine knowledge 2.1. Master a core knowledge.. 2.3. Articulate the acquired knowledge from different areas of management 2.5. Articulate and apply the acquired knowledge ' 3. A scientific and pragmatic approach 3.4. Perceptively synthesize 'diagnosis ' 3.5.Produce implementable solutions' 5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' At the end of this course, the student will be able to: -- - By the end of the course students should have a greater understanding of some of the most important analytical tools, methods and frameworks that can be used to formulate, revise, implement and evaluate a firm's strategy.- By the end of the course students should be able to understand why some firms are more successful than others. *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 :	With this course, students will learn the fundamental notions and analytical tools of strategic management. It will help students discover the steps of strategic management, understand how strategic decisions are made, and perceive the importance of strategy.
Bibliography :	Gerry Johnson, Kevan Scholes, Richard Whittington, Duncan Angwin, Patrick Regnér, et Frédéric Fréry, Stratégique, 10ème Édition, Pearson Education France, 2014.
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [60] in Management	GEST2M1	5	-	