LLSMG2056

2015-2016

Strategic Management

5.0 credits	30.0 h	2q

Teacher(s) :	Cornuel Eric ;
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 :	To give young non executive graduates the opportunity to learn how to cope with general strategic managerial problems *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 :	Content The case for innovation Innovation concepts Case studies Innovation financing Innovation management processes
Other infos :	Evaluation : Class participation and oral examination, in French or English Support : Slides provided through icampus References : Provided during the class
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 (shift schedule)	GEHD2M1	5	-	