UCL Université catholique de Louvain

LLSMS2103

2015-2016

Advanced Strategic Management

5.0 credits	30.0 h	2q

Teacher(s) :	Bascle Guilhem ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	Prerequisite: because this is an advanced course in strategic management, this course is pitched at a level that assumes some familiarity with the foundations of strategic management.
Main themes :	Business-level strategy Corporate-level strategy Alliances, joint venture & mp; acquisitions Internationalization stratégies
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. 'Demonstrate independent reasoning, look critically ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5.Produce, through analysis and diagnosis, implementable solutions' 4.1. Identify new opportunities, propose creative and useful ideas ' 5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 6.1. Work in a team... 7.2. Organize, manage and control the process, ' 8.1. Express a clear and structured message' 8.2. Interact and discuss effectively ' 8.3. Persuade and negotiate ' 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.- By the end of the course students should have exercised and sharpened their ability to think strategically as well as their communication, teamwork, decision-making and analytical skills.- By the end of the course students should have reinforced their capability to find, digest, and analyze real-firm data. *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, portfolio management. The organization and its internal resources as factors of competitive advantage. Cooperative strategies: collaborations, alliances joint-venture. This course is a blend of class lectures related to multiple mandatory readings, dialogue with and among students, and intensive group-project works.
Bibliography :	: No TEXTBOOK. SLIDES compulsory . No book protected by copyright. . READING FILE compulsory
Other infos :	Reference list : distributed during the course.
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	-	🔍