





5.0 credits	30.0 h	1q
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Teacher(s) :	Gailly Benoît ; Paque Bernard (compensates Gailly Benoît) ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Inline resources:	http://icampus.uclouvain.be/claroline/course/index.php?cid=LLSMS2061
Prerequisites :	Basic knowledge of strategy issues, equivalent of 5 ECTS in that field
Main themes :	Identify and review the key issues related to corporate strategies within the European competitive environment.. Develop an understanding, at the European level, of the key aspects of the competitive performance of firms and groups, such as : the "tridisation" aspects, the key milestones in terms of growth, age and complexity, the international competitive environment, globalisation and growth.
Aims :	<p>Having regard to the LO of the programme, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> -- 1. Corporate citizenship -- 1.1. Demonstrate independent reasoning, look critically -- 1.2. Decide and act by incorporating ethical and humanistic values -- 1.3. Decide and act responsibly -- 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 systematic 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 -- 5. Work effectively in an international and multicultural environment -- 5.1. Understand the inner workings of an organization -- 5.2. Position ... the functioning of an organization, in its ... socio-economic dimensions -- 6. Teamwork and leadership -- 6.1. Work in a team... -- 7. Project management -- 7.2. Organize, manage and control the process -- 8. Communication and interpersonal skills -- 8.1. Express a clear and structured message

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Evaluation methods :	Class participation, group work and oral examination
Teaching methods :	<p>In-class activities</p> <p>--</p> <p>Lectures</p> <p>At home activities</p> <p>--</p> <p>Readings to prepare the lecture</p> <p>--</p> <p>Paper work</p> <p>--</p> <p>Students presentation</p>
Content :	<p>--</p> <p>Understanding the context: Where we are, where we go The European level The international dimension The industry context</p> <p>--</p> <p>Defining the corporation: Why and how we function as a firm Corporate purpose Corporate parenting</p>
Bibliography :	Slides provided through Moodle
Other infos :	<p>Internationalisation</p> <p>--</p> <p>international content</p> <p>--</p> <p>Corporate features</p> <p>--</p> <p>corporate guest</p> <p>Skills</p> <p>--</p> <p>team work</p> <p>Techniques and tools for teaching and learning</p> <p>--</p> <p>Internet work</p>
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 Business Engineering	INGE2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Communication	CORP2M	5	-	
Master [120] in Multilingual Communication	MULT2M	5	-	