




5.0 credits	30.0 h	2q
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Teacher(s) :	Bascle Guilhem ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Inline resources:	http://icampus.uclouvain.be/claroline/course/index.php?cid=LSMS2103
Prerequisites :	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 acquisitions -- Internationalization stratégies
Aims :	Having regard to the LO of the programme, 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 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 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 : -- 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. -- understand why some firms are more successful than others. -- have exercised and sharpened their ability to think strategically as well as their communication, teamwork, decision-making and analytical skills. -- have reinforced their capability to find, digest, and analyze real-firm data. <i>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".</i>
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 :	-- Reference list : distributed during the course. -- Lecture slides :available on Moodle
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	-	
Master [120] in Business Engineering	INGE2M	5	-	
Master [60] in Management	GEST2M1	5	-	