



5 crédits	30.0 h	Q2
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Enseignants	Bascle Guilhem ;Paque Bernard (supplée Bascle Guilhem) ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	Stratégie d'entreprise (LECGE1315)
Thèmes abordés	The objective of this course is to deepen students' knowledge of key topics they have previously learnt in strategic management. Specifically, students will learn the set of strategic decisions that foster value creation or destruction through the coordination and configuration of a firm's presence in two or more businesses within Europe, and the modes of developments a firm has at its disposal to grow outside its national market, within Europe or globally.
Acquis d'apprentissage	<ol style="list-style-type: none"> <li>1. Agir en acteur socialement responsable</li> <li>2. Maîtriser des savoirs</li> <li>3. Appliquer une démarche scientifique</li> <li>4. Travailler en équipe</li> </ol> <p><b>At the end of this course, the student will be able to:</b></p> <ol style="list-style-type: none"> <li>1. have deepened their understanding of some of the most vital analytical tools, methods and frameworks that can be used to formulate, implement and evaluate the corporate strategy of a firm operating in a Europe;</li> <li>2. understand how managers should manage the presence of their firm in multiple businesses and how they should coordinate and configure the European activities of their firm to increase its overall value;</li> <li>3. be able to understand how managers of firms operating in Europe should grow their company, with an appropriate mode of development, to successfully enter in a new business and/or country.</li> </ol> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p><b>Continuous evaluation</b></p> <ul style="list-style-type: none"> <li>• Date: Every week</li> <li>• Type of evaluation: Case study (document to be delivered)</li> <li>• Comments:</li> </ul> <p><b>Evaluation week</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: No</li> <li>• Unavailability or comments: No</li> </ul> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: 3 hours</li> <li>• Unavailability or comments: Not available on Tuesday</li> </ul>
Méthodes d'enseignement	<ul style="list-style-type: none"> <li>• Mandatory readings</li> <li>• Class lectures related to mandatory readings</li> <li>• Case study</li> <li>• Group project</li> </ul>
Contenu	Students will learn the set of strategic decisions that foster value creation or destruction through the coordination and configuration of a firm's presence in two or more businesses within Europe, and the modes of developments a firm has at its disposal to grow outside its national market, within Europe or globally.

<p>Bibliographie</p>	<p><b>Lecture slides:</b>                  Computer-projected overhead lecture slides will be posted on Moodle before the class.</p> <p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Barney, J. B., &amp; Hesterly, W. S. 2015. Strategic management and competitive advantage (5 ed.). Pearson.</li> <li>• FitzRoy, P., Hulbert, J., &amp; Ghobadian, A. 2012. Strategic management: The challenge of creating value (2 ed.). Routledge.</li> <li>• Grant, R. M. 2013. Contemporary strategy analysis (8 ed.). John Wiley &amp; Sons.</li> <li>• Hill, C. W. L., Jones, G. R., &amp; Schilling, M. A. 2014. Strategic management theory: An integrated approach (11 ed.). South-Western College.</li> <li>• Hoskisson, R. E., &amp; Hitt, M. A. 1994. Downscoping: How to tame the diversified firm. Oxford University Press.</li> <li>• Johnson, G., Whittington, R., Scholes, K., Angwin, D., &amp; Regnér, P. 2014. Exploring strategy (10 ed.). Prentice Hall.</li> <li>• Thompson, A. A., Peteraf, M. A., Gamble, J. E., &amp; Strickland, A. J. 2016. Crafting &amp; executing strategy: The quest for competitive advantage (20 ed.). McGraw-Hill.</li> </ul>
<p>Faculté ou entité en charge:</p>	<p>CLSM</p>

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en communication multilingue	MULT2M	5		
Master [120] en sciences de gestion	GESM2M	5		
Master [120] en sciences de gestion	GEST2M	5		