

5 credits	30.0 h	Q2
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Teacher(s)	Ducarroz Caroline ;
Language :	English
Place of the course	Mons
Aims	<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>
Evaluation methods	
Teaching methods	
Bibliography	<p>[1] D. A. AAKER (1998), Strategic Market Management, Sixth Edition, John Wiley & Sons.</p> <p>[2] G.G. DESS, G.T. LUMPKIN, M.L. TAYLOR (2005), Strategic Management: Creating Competitive Advantages, Second Edition, The McGraw-Hill Companies, Inc.</p> <p>[3] J.-P. HELFER, M. KALIKA, J. ORSONI (2002), Management : Stratégie et Organisation, 4ème Edition, Librairie Vuibert - Gestion.</p> <p>[4] G. HOOLEY, J. SAUNDERS, N. PIERCY (2004), Marketing Strategy and Competitive Positioning, 3rd Edition, Pearson Education Limited.</p> <p>[5] G. JOHNSON, H. SHOLES, F. FRERY (2002), Stratégique, 2ème Edition, Pearson Educ. France.</p> <p>[6] R.S. KAPLAN & D.P. NORTON (1996), The Balanced Scorecard, Translating Strategy into Action, Harvard Business School Press, Boston, Massachusetts.</p> <p>[7] J.J. LAMBIN, R. CHUMPITAZ, C. de MOERLOOSE (2005), Marketing Stratégique et Opérationnel: du Marketing à l'Orientation Marché, 6ème Edition, Dunod, Paris.</p> <p>[8] E. METAIS (2004), Stratégie et Ressources de l'Entreprise: Théorie et Pratique, Ed. Economica.</p> <p>[9] M. E. PORTER (1998), Competitive Strategy, Second Edition, The Free Press.</p> <p>Quelques sites et publications intéressants: McKinsey Quarterly - www.mckinseyquarterly.com Mastering Strategy : supplément du lundi du Financial Times</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		