

5 credits

30.0 h

Q1

Teacher(s)	Carlier d'Odeigne Gilles ;
Language :	English
Place of the course	Mons
Main themes	<p>Business Strategy</p> <ul style="list-style-type: none"> - To understand the strategic approaches available in an international and complex context - To understand what drives a company, and its societal role <p>International Context</p> <ul style="list-style-type: none"> - To gain awareness about the global trends and context that impact international organizations - To identify how to prioritize new geographical markets and how to adapt to succeed - To identify the different ways to enter foreign markets, with a focus on JV and M&A - To understand the dynamics of logistics and outsourcing - To understand how governments impact business <p>Strategic Vitality</p> <ul style="list-style-type: none"> - To understand the dynamics of adoption and agility - To understand the impact of digitalization and how digital leaders win <p>To understand what is innovation and what required for an organization to innovate</p>
Aims	<ul style="list-style-type: none"> • Gain awareness of the strategic issues faced by companies in an international context • Understand the impact of global market forces on companies • Improve your ability to make strategic choices • Apply key concepts of strategy and management <p>1</p> <p>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'.</p> <p>-----</p> <p><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></p>
Evaluation methods	<p>25% is based on individual participation during the course</p> <p>25% is based on the quality of the papers written on the cases provided</p> <p>50% is based on the quality of the group assignment</p>
Teaching methods	<ul style="list-style-type: none"> • Lectures • Case Studies
Bibliography	<ul style="list-style-type: none"> • VERBEKE A. (2009), International Business Strategy: Rethinking the Foundations of Global Corporate Success, Cambridge University Press. • Your Strategy needs a Strategy ' Reeves, Haanaes, Sinha, HBR Press. • The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business by Rita Gunther McGrath, HBR Press. • Competing for the Future ' Gary Hamel & C.K. Prahalad, HBR Press.
Faculty or entity in charge	CLSM

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