



5 credits	30.0 h	Q2
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Teacher(s)	Bascle Guilhem ;
Language :	English
Place of the course	Louvain-la-Neuve
Aims	<p>1 Having regard to the LO of the programme, this activity contributes to the development and acquisition of the following LO:</p> <p>At the end of this course, the student will be able to:</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>Continuous evaluation (60%)</p> <ul style="list-style-type: none"> • Date: Every week • Type of evaluation: Case study (document to be delivered) • Comments: Marks carried over into September <p>Examination session (40%)</p> <ul style="list-style-type: none"> • Oral: No • Written: 3 hours • Type: MCQ • In session
Teaching methods	<ul style="list-style-type: none"> • Mandatory readings • Class lectures related to mandatory readings • Case study • Group project
Content	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.
Inline resources	https://moodleucl.uclouvain.be/course/view.php?id=10405
Bibliography	<p>Lecture slides: Computer-projected overhead lecture slides will be posted on Moodle before the class.</p> <p>Readings:</p> <ul style="list-style-type: none"> • Barney, J. B., & Hesterly, W. S. 2015. Strategic management and competitive advantage (5 ed.). Pearson. • FitzRoy, P., Hulbert, J., & Ghobadian, A. 2012. Strategic management: The challenge of creating value (2 ed.). Routledge. • Grant, R. M. 2013. Contemporary strategy analysis (8 ed.). John Wiley & Sons. • Hill, C. W. L., Jones, G. R., & Schilling, M. A. 2014. Strategic management theory: An integrated approach (11 ed.). South-Western College. • Hoskisson, R. E., & Hitt, M. A. 1994. Downscoping: How to tame the diversified firm. Oxford University Press. • Johnson, G., Whittington, R., Scholes, K., Angwin, D., & Regné, P. 2014. Exploring strategy (10 ed.). Prentice Hall. • Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland, A. J. 2016. Crafting & executing strategy: The quest for competitive advantage (20 ed.). McGraw-Hill.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Multilingual Communication	MULT2M	5		