




5 credits

30.0 h

Q2

Teacher(s)	Bascle Guilhem ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Enterprise strategies: choice and balance of the organisation, product policy, information system, consistency of objectives, and relations with the economic environment. Key concepts of balance sheet analysis, and the interpretation of company financial information. Analysis of decisions and of their logic (e.g. by an analysis of costs and investment decisions).
Aims	<p>1 The course aims to provide an overall view of the problems facing enterprises, and to introduce students to an analysis of enterprise strategies, and particularly to the basic logic of decisions.</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	In session final exam (100%): Written exam (MCQ) for the first session and oral exam for the second session
Teaching methods	- Lectures - Readings - Discussions
Content	With this course, students will learn the fundamental notions and analytical tools of strategic management. It will help students discover the steps of strategic management, understand how strategic decisions are made, and perceive the importance of strategy.
Inline resources	https://moodleucl.uclouvain.be/course/view.php?id=9063
Bibliography	<ul style="list-style-type: none"> • Des supports de cours sont disponibles sur moodle. <p>Gerry JOHNSON, Richard WHITTINGTON, Kevan SCHOLES, Duncan ANGWIN, Patrick REGNÉR, & Frédéric FRÉRY, Stratégique, 11^{ième} édition, Pearson Education, 2017.</p> <p>Nicolas NEYSEN, La stratégie des organisations : Fondements et pratiques du management stratégique, De Boeck Supérieur, 2017.</p>
Other infos	This course forms part of a study programme that takes place in the evenings and on Saturday mornings.
Faculty or entity in charge	TRAV

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Labour sciences (shift schedule)	TRAV2M	5		
Master [60] in Labour Sciences (shift schedule)	TRAV2M1	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Human Resources Management	GRH2M	5		