



6 credits	30.0 h	Q2
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Teacher(s)	Ducarroz Caroline ;
Language :	French
Place of the course	Mons
Main themes	In this course, students (gathered by groupes) manage a virtual company on a competitive market (Markstrat environment). After an introduction session on the Markstrat environment, students, as the sessions go, face theoretical concepts linked to strategy to the management of their virtual company
Aims	<ul style="list-style-type: none"> <li>- To analyze the potential strategic options for a company organization</li> <li>- To build the most appropriate strategy, by referring to theoretical concepts, when asked for managing a virtual company</li> <li>- To integrate the core dimensions of the business functions to manage the virtual company, with a transversal view of the departments' needs</li> <li>- To identify and concentrate on essential information that enables to enrich thoughts and reach goals, when a substantial amount of information is provided.</li> <li>- To combine team members' opinions, under time pressure.</li> <li>- To anticipate the set of activities that need to be accomplished, in an urgency setting.</li> <li>- To clearly synthetize one's thought, support it with relevant argument, and efficiently communicate, orally and in written reports.</li> <li>- To critically evaluate the relevance of decisions, a posteriori.</li> </ul> <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>

<p>Bibliography</p>	<p>La liste qui suit est loin d'être exhaustive. Les sources citées peuvent s'avérer intéressantes pour tout étudiant désireux d'en savoir davantage sur les sujets abordés.</p> <p><b>Attention :</b> il est demandé aux étudiants de lire, en préparation du cours, les chapitres 6 et 7 de « Stratégique » (auteurs : G. Johnson and K. Scholes, 8ème, 9ème ou 10ème édition – notez que le nombre d'auteurs varie selon l'édition), portant sur « Les Stratégies par domaine d'activité » et « La stratégie au niveau de l'entreprise ». Ce livre est disponible à la Bibliothèque de l'UCL-Mons.</p> <p>[1] D. A. AAKER (1998), Strategic Market Management, Sixth Edition, John Wiley &amp; 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. SCHOLES, F. FRERY (2014), Stratégique, 10ème Edition, Pearson Educ. France.</p> <p>[6] R.S. KAPLAN &amp; 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><u>Quelques sites et publications intéressants:</u>          McKinsey Quarterly - <a href="http://www.mckinseyquarterly.com">www.mckinseyquarterly.com</a>          Mastering Strategy : supplément du lundi du Financial Times.</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management (shift schedule)	GEHM2M	6		
Master [120] in Management (shift schedule)	GEHC2M	6		
Master [120] in Management (shift Schedule 2)	FEHC2M	6		