




Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q2
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Enseignants	Bascle Guilhem ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Acquis d'apprentissage	<p>1 Eu égard au référentiel des acquis d'apprentissage AA du programme, cette activité contribue au développement et à l'acquisition des AA suivants:</p> <p>Au terme de cet enseignement, l'étudiant sera capable de:</p> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>Continuous evaluation (60%)</p> <ul style="list-style-type: none"> • Date: <i>Every week</i> • Type of evaluation: <i>Case study (document to be delivered)</i> • Comments: <i>Marks carried over into September</i> <p>Examination session (40%)</p> <ul style="list-style-type: none"> • First session: <ul style="list-style-type: none"> • Oral: No • Written: 3 hours • Type: MCQ • In session • Second session (if necessary): <ul style="list-style-type: none"> • Oral: Yes (5-15mn per student) • Written: No • Type: Questions posed to the student in spoken form • In session <p>Absorbing failure: The "absorbing failure" system is applied in the course. Thus, if a student has a grade of 8/20 or below for any of the following, this grade will be retained as the final grade for the course: i) group work (continuous evaluation) and/or ii) exam grade. If both grades for these two items are below 8/20, the lowest grade among these two grades will be retained as the final grade.</p>
Méthodes d'enseignement	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <ul style="list-style-type: none"> • Mandatory readings • Class lectures related to mandatory readings • Case study • Group project
Contenu	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.
Ressources en ligne	https://moodleucl.uclouvain.be/course/view.php?id=10405

<p>Bibliographie</p>	<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. 2018. <i>Strategic management and competitive advantage</i> (6 ed.). Upper Saddle River, N.J.: Pearson. • FitzRoy, P., Hulbert, J., & Ghobadian, A. 2016. <i>Strategic management: The challenge of creating value</i> (3 ed.). New York, N.Y.: Routledge. • Grant, R. M. 2019. <i>Contemporary strategy analysis</i> (10 ed.). West Sussex: John Wiley & Sons. • Hill, C. W. L., Jones, G. R., & Schilling, M. A. 2016. <i>Strategic management theory: An integrated approach</i> (12 ed.). Mason, O.H.: South-Western College. • Hoskisson, R. E., & Hitt, M. A. 1994. <i>Downscoping: How to tame the diversified firm</i>. New York, N.Y.: Oxford University Press. • Johnson, G., Whittington, R., Scholes, K., Angwin, D., & Regné, P. 2017. <i>Exploring strategy</i> (11 ed.). Essex: Prentice Hall. • Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland, A. J. 2016. <i>Crafting & executing strategy: The quest for competitive advantage</i> (20 ed.). New York, N.Y.: McGraw-Hill.
<p>Autres infos</p>	<p>OTHER ISSUES OF CONCERN:</p> <p>Exchange students: Exchange students need to take the exam (and potential resit) at LSM, on the day and time of the exam, like the other students.</p> <p>Prerequisite: One course in strategy/strategic management. Because this is an advanced course in strategic management that includes assignments and materials directly related to the foundations of strategic management, this course is pitched at a level that assumes some familiarity with the basics of strategic management. Students who register to this course certify that they have the prerequisite knowledge that is requested to be able to follow this course; the instructor will not teach these prerequisite items. Students who do not possess these foundations can nonetheless enroll in this course, provided that they read in advance in traditional strategy textbooks and scientific articles (important references will be provided) the topics to be covered in each session; this will be expected (to be familiar with the basics of strategic management) and important (for your success in this course).</p> <p>Preparation for class: Students are expected to articulate an in-depth understanding of the course material, and to prepare for class individually and with other course participants as the amount of work to be conducted is significant, with a tangible time pressure.</p> <p>Attendance: Attendance is required; the real value from this course takes place in the classroom and each class including a workgroup session.</p>
<p>Faculté ou entité en charge:</p>	<p>CLSM</p>

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en communication multilingue	MULT2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en sciences de gestion	GESM2M	5		
Master de spécialisation en entreprises et politiques économiques européennes	EBEP2MC	5		