


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.

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| 5 crédits | 30.0 h | Q1 |
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| Enseignants            | De Jaegere Tanguy ;Duplat Valérie ;Lederer Thomas ;Paque Bernard ;   |
| Langue d'enseignement  | Anglais  |
| Lieu du cours          | Louvain-la-Neuve   |
| Préalables             | Because this is an advanced course in strategic management, this course is pitched at a level that assumes some familiarity with the foundations of strategic management.  |
| Thèmes abordés         | <ul style="list-style-type: none"> <li>• Business-level strategy</li> <li>• Corporate-level strategy</li> <li>• Alliances, joint venture acquisitions</li> <li>• Internationalization stratégies</li> </ul>  |
| Acquis d'apprentissage | <p><b>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</b></p> <p><b>CORPORATE CITIZENSHIP</b></p> <ul style="list-style-type: none"> <li>• Decide and act responsibly, while taking into account the social, economic and environmental sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders.</li> </ul> <p><b>KNOWLEDGE AND REASONING</b></p> <ul style="list-style-type: none"> <li>• Activate and apply the acquired knowledge accordingly to solve a problem.</li> </ul> <p><b>WORK EFFECTIVELY IN AN INTERNATIONAL AND MULTICULTURAL ENVIRONMENT</b></p> <sup>1</sup> <ul style="list-style-type: none"> <li>• Position and understand the functioning of an organization, in its local and international socio-economic dimensions and identify the associated strategic issues and operational decisions.</li> </ul> <p><b>TEAMWORK AND LEADERSHIP</b></p> <ul style="list-style-type: none"> <li>• Work in a team :Join in and collaborate with team members. Be open and take into consideration the different points of view and ways of thinking, manage differences and conflicts constructively, accept diversity.</li> </ul> <p><b>COMMUNICATION AND INTERPERSONAL SKILLS</b></p> <ul style="list-style-type: none"> <li>• Express a clear and structured message, both orally and in writing in their mother tongue, in English and ideally, in a third language, adapted to the audience and using context specific communication standards.</li> </ul> <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> |

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| <p>Modes d'évaluation des acquis des étudiants</p> | <p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p><b>Continuous evaluation (55%)</b></p> <ul style="list-style-type: none"> <li>• 3 case studies assignment (deadlines on a weekly basis starting week 2) (10% each)</li> <li>• <i>BOSS simulation (continuous evaluation) (25%)</i></li> </ul> <p><b>Individual evaluation (45%)</b></p> <ul style="list-style-type: none"> <li>• Oral: <i>No</i></li> <li>• Written: preliminary QCM (10%)</li> <li>• Written: final 2h QCM (35%)</li> </ul> <p><b>Examination: second session</b></p> <ul style="list-style-type: none"> <li>• If too few students are registered for the second session examination, the QCM will be replaced by an oral exam in English.</li> </ul> |
| <p>Méthodes d'enseignement</p>                     | <p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p>Lectures, case works and business game simulation</p>  |
| <p>Contenu</p>                                     | <ul style="list-style-type: none"> <li>• This course is organized around four axes:             <ul style="list-style-type: none"> <li>• International markets and international strategies</li> <li>• Governance and the responsibility in MNCs</li> <li>• Strategic positioning in a competitive world</li> <li>• Organizational structures</li> </ul> </li> <li>• This course is a blend of class lectures related to multiple mandatory readings, dialogue with and among students, and intensive group-project works.</li> </ul>  |
| <p>Ressources en ligne</p>                         | <p>All interactions on teaching materials, references and processing of case works and presentations is managed on Moodle.</p>   |
| <p>Bibliographie</p>                               | <ul style="list-style-type: none"> <li>• Reference list : distributed during the course.</li> <li>• Lecture slides : available on Moodle</li> </ul>  |
| <p>Autres infos</p>                                | <p>Additional information on calendaring will be provided during the course.</p>   |
| <p>Faculté ou entité en charge:</p>                | <p>CLSM</p>  |

| <b>Programmes / formations proposant cette unité d'enseignement (UE)</b> |        |         |           |   |
|--|--------|---------|-----------|---|
| Intitulé du programme  | Sigle  | Crédits | Prérequis | Acquis d'apprentissage  |
| Master [120] en sciences de gestion                                      | GEST2M | 5       |           |  |