




Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q2
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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	<b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b> In session final exam (100%): Written exam (MCQ) for the first session and oral exam for the second session
Teaching methods	<b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b> - Lectures - Readings - Discussions Lectures will take place on campus, in a classroom, and/or remotely, depending on the evolution of the sanitary conditions. Attending the lectures is mandatory and a condition for success.
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	<a href="https://moodleucl.uclouvain.be/course/view.php?id=9063">https://moodleucl.uclouvain.be/course/view.php?id=9063</a>
Bibliography	Gerry JOHNSON, Richard WHITTINGTON, Kevan SCHOLE, Duncan ANGWIN, Patrick REGNÉR, & Frédéric FRÉRY, <i>Stratégique</i> , 12ième édition, Pearson Education, 2020. Nicolas NEYSEN, <i>La stratégie des organisations : Fondements et pratiques du management stratégique</i> , De Boeck Supérieur, 2017.
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

### Force majeure

Evaluation methods	<p><b>Si les circonstances sanitaires le permettent, l'examen sera organisé sur site en première session, à l'université, et les notes seront calculées comme ceci :</b></p> <p>Examen en présentiel prenant la forme d'un QCM (en première session) et, si nécessaire, examen oral par Teams (en seconde session)</p> <p><b>Si les circonstances sanitaires rendent difficile, préoccupante ou impossible l'organisation d'un examen sur site, à l'université, les notes seront calculées comme ceci :</b></p> <p>Examen en distanciel prenant la forme d'un QCM (en première session) et, si nécessaire, examen oral par Teams (en seconde session)</p>
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<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Labour sciences (shift schedule)	TRAV2M	5		
Master [120] in Human Resources Management	GRH2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [60] in Labour Sciences (shift schedule)	TRAV2M1	5		