


5.00 credits

30.0 h + 10.0 h

Q2

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| Teacher(s) | Bascle Guilhem ;Desclée De Maredsous Xavier ; |
| Language : | French |
| Place of the course | Louvain-la-Neuve |
| Main themes | As a top management function, business policy offers a comprehensive framework for the organization in a global economic and social prospect. It integrates management functions in a cohesive frame and enables an organization to reach its long run success through the development of a sound strategic capacity. Interdependence of the strategic, cultural and structural dimensions of the business policy. Specific topics offer opportunities to reflect on the top management function through the means of recent concepts, methods and tools in the field of business policy. |
| Learning outcomes | <p>At the end of this learning unit, the student is able to :</p> <p>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 1. Corporate citizenship 1.1. 'Look critically ' 2. Combine knowledge 2.1. Master a core knowledge.. 2.3. Articulate the acquired knowledge from different areas of management 2.5. Articulate and apply the acquired knowledge ' 3. A scientific and pragmatic approach 3.4. Perceptively synthesize 'diagnosis ' 3.5. Produce implementable solutions' 5.1. Understand the inner workings of an organization ' 5.2. Position ... the functioning of an organization, in its ...socio-economic dimensions' <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • - By the end of the course students should have a greater understanding of some of the most important analytical tools, methods and frameworks that can be used to formulate, revise, implement and evaluate a firm's strategy.- By the end of the course students should be able to understand why some firms are more successful than others. |
| Evaluation methods | Group project (20%, marks carried over into September) and In session written final exam (80%) |
| Teaching methods | - Lectures - Readings - Discussions and group-based activities - Group project Presence 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 | https://moodleucl.uclouvain.be/course/view.php?id=10026 |
| Bibliography | Gerry Johnson, Kevan Scholes, Richard Whittington, Frédéric Fréry, Duncan Angwin, Patrick Regner, Stratégique, 12ième édition, Pearson Education 2020. |
| Other infos | Teaching Assistant: Chloé Faton |
| Faculty or entity in charge | CLSM |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [60] in Management | GEST2M1 | 5 | |  |