




5.00 credits

30.0 h

Q2

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).
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <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>
Evaluation methods	In session final exam (100%): Written exam (MCQ) for the first session and oral exam for the second session
Teaching methods	- Lectures - Readings - Discussions 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	https://moodleucl.uclouvain.be/course/view.php?id=9063
Bibliography	Gerry JOHNSON, Richard WHITTINGTON, Kevan SCHOLLES, 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

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Human Resources Management	GRH2M	5		
Master [120] in Labour sciences (shift schedule)	TRAV2M	5		
Master [60] in Labour Sciences (shift schedule)	TRAV2M1	5		
Master [120] in Multilingual Communication	MULT2M	5		