


5.00 credits

22.5 h + 7.5 h

Q1

Teacher(s)	Duplat Valérie ;Lederer Thomas ;Paque Bernard ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	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.
Main themes	<ul style="list-style-type: none"> • Business-level strategy • Corporate-level strategy • Alliances, joint venture acquisitions • Internationalization stratégies
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities :</p> <p>CORPORATE CITIZENSHIP</p> <ul style="list-style-type: none"> • 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. <p>KNOWLEDGE AND REASONING</p> <ul style="list-style-type: none"> • Activate and apply the acquired knowledge accordingly to solve a problem. <p>WORK EFFECTIVELY IN AN INTERNATIONAL AND MULTICULTURAL ENVIRONMENT</p> <p>1</p> <ul style="list-style-type: none"> • 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. <p>TEAMWORK AND LEADERSHIP</p> <ul style="list-style-type: none"> • 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. <p>COMMUNICATION AND INTERPERSONAL SKILLS</p> <ul style="list-style-type: none"> • 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.
Evaluation methods	<p>Continuous evaluation (55%)</p> <ul style="list-style-type: none"> • 1. • 3 case studies assignments: 10% each for a total of 30% • Final synthesis on company case: 10% <p>Individual evaluation (45%)</p> <ul style="list-style-type: none"> • 1. • Oral: No • Written: final 2h QCM (60%) <p>Examination: second session</p> <ul style="list-style-type: none"> • If too few students are registered for the second session examination, the QCM will be replaced by an oral exam in English.
Teaching methods	Lectures, case works.

Content	<ul style="list-style-type: none"> • This course is organized around four axes: <ul style="list-style-type: none"> • International markets and international strategies • Governance and the responsibility in MNCs • Strategic positioning in a competitive world • Organizational structures • This course is a blend of class lectures related to multiple mandatory readings, dialogue with and among students, and intensive group-project works.
Inline resources	All interactions on teaching materials, references and processing of case works and presentations is managed on Moodle.
Bibliography	<ul style="list-style-type: none"> • Reference list : distributed during the course. • Lecture slides : available on Moodle
Other infos	Additional information on calendaring will be provided during the course.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		