




5.00 credits

30.0 h + 10.0 h

Q1

Teacher(s)	Vas Alain ;
Language :	French
Place of the course	Mons
Main themes	<ol style="list-style-type: none"> 1. Definitions and origins of strategy 2. Mission, vision, values at the heart of the strategy 3. The overall strategic diagnosis 4. External strategic analysis 5. Analysis of resources and skills 6. Analysis of sources of competitive advantage 7. Competitive strategies (business) 8. Group policies (corporate) 9. Group development methods
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>At the end of the class, students will be able to:</p> <ul style="list-style-type: none"> • To conduct a global analysis of the company, based on the integration of core functions (finance, marketing, human resources management, production and logistics). • To analyze the business environment, understand the dynamics of the various industrial sectors concerned, perceive the specific challenges of globalization and systematically place its reflection in an international perspective. • To make a strategic diagnosis in order to define the competitive position of the company by determining its development opportunities and the conditions for maintaining or increasing its competitive advantages. <p>1</p> <ul style="list-style-type: none"> • Demonstrate critical thinking skills by developing strategic decision-making skills, both individually and collectively, through the collection and analysis of relevant information, the development and evaluation of strategic options, and the selection of the most appropriate or satisfactory option. • Improve their communication skills by presenting information about a company or a sector of activity while teaching them how to present effective arguments, both orally and in writing. • To confront real business situations through case studies in order to create the link between theoretical concepts and the concrete and pragmatic field of application that these concepts allow to address. • To integrate the importance of the company's social responsibility, personal, social or political values and aspirations, the company's culture, the consideration of the concerns of all stakeholders and not only those of shareholders, in short to question critically and constructively "the company's purpose".
Bibliography	<ul style="list-style-type: none"> • AAKER D.A. (2004), Strategic Market Management, 7th ed., Wiley. • HOOLEY G., SAUNDERS J., PIERCY N. (2004), Marketing Strategy and Competitive Positioning, 3rd ed., Prentice-Hall. • PORTER M. (2004), Competitive Strategy, 2nd ed., Free Press.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor : Business Engineering	INGM1BA	5		
Bachelor in Human and Social Sciences	HUSM1BA	5		
Bachelor in Information and Communication	COMM1BA	5		
Bachelor in Management	GESM1BA	5		