

5.00 credits	30.0 h + 10.0 h	Q1
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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	
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
Master [60] in Management	GESM2M1	5		