



Faculté des sciences économiques, sociales et politiques

ESPO

POGÉ2230 Stratégies d'entreprises dans le contexte européen

[30h] 5 credits

Teacher(s): André de Béthune
Language: french
Level: 2nd cycle course

Main themes

The aim of this course is to define and examine issues specific to the drawing up of company strategies in the European market since 1992.

Content and teaching methods

Content

The first part will focus on issues relevant to the drawing up of company strategies in the European setting:

- a) in economic terms: the consequences of the "competition of national laws" principle established by the Single European Act of 1985 on development of market conditions encountered by enterprises seeking penetration and/or implantation throughout Europe;
- b) in social and political terms: the constraints and opportunities created by joint disciplines introduced by the Single European Act;
- c) in enterprise climate and culture terms: specific problems created by intercultural contacts.

The second part will be given over to an analysis of these substantive cases of enterprises involving a range of different decisions.

Methodology

This course will, as far as possible, be delivered by an academic and a manager dealing with the problems to be addressed.

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion	(3.5 credits)	
ECGE3DS/AC	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (audit et contrôle de gestion)	(4.5 credits)	
ECGE3DS/IM	Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)	(2.5 credits)	Mandatory
ECGE3DS/IO	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)	(4.5 credits)	
ELME22/M	Deuxième année du programme conduisant au grade d'ingénieur civil électro-mécanicien (mécatronique)	(4.5 credits)	
ELME23/M	Troisième année du programme conduisant au grade d'ingénieur civil électro-mécanicien (mécatronique)	(4.5 credits)	
INGE23/G	Troisième Ingénieur de gestion (Générale)	(4.5 credits)	