

Faculty of Economic, Social and Political Sciences



POGE2200 Corporate Strategy and Business Policy

[30h+15h exercises] 5 credits

Teacher(s): André de Béthune
Language: English
Level: Second cycle

Aims

To allow students to understand the tasks, role and functions of general managers of CEOs from a strategic point of view

Main themes

As a top management function, business policy offers a comprehensive framework for the organization in a global economic and social prospect. It integrates management functions in a cohesive frame and enables an organization to reach its long run success through the development of a sound strategic capacity. Interdependence of the strategic, cultural and structural dimensions of the business policy. Specific topics offer opportunities to reflect on the top management function through the means of recent concepts, methods and tools in the field of business policy.

Programmes in which this activity is taught

ECGE3DS/IO Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)
MULT2MS Master en communication multilingue, à finalité spécialisée en langues des affaires

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion	(5 credits)	Mandatory
MULT21MS	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(5 credits)	
MULT22MS	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(5 credits)	
MULT2MS	Master en communication multilingue, à finalité spécialisée en langues des affaires	(5 credits)	