

Faculty of Economic, Social and Political Sciences



POGE2950 Strategic management

[45h] 5 credits

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

Aims

To give young non executive graduates the opportunity to learn how to cope with general strategic managerial problems..

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

GEST2M1 Master en sciences de gestion

Other credits in programs

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| ECGE12BA | Deuxième année de bachelier en sciences économiques et de gestion | (3 credits) | |
| ECGE3DS/IM | Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international) | (4.5 credits) | Mandatory |