

Faculty of Economic, Social and Political Sciences



ECGE1327 Seminar-workshop: Business Strategy Case Studies

[35h+15h exercises] 5 credits

Teacher(s): André de Béthune, Alain Vas
Language: French
Level: First cycle

Aims

The case studies examined in this course will enable the groups of students to analyse and comment in depth on real business cases. Examining these real company situations described in case studies should enable students to create links between the more theoretical concepts and the concrete and pragmatic fields of application that these concepts permit them to approach. These case studies will significantly encourage the process of knowledge appropriation in which "know-how" is a crucial dimension.