

Faculty of Economic, Social and Political Sciences



POGE2230 Corporate strategy in the European context

[30h] 5 credits

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

Aims

At the end of the class, students should be able to

- Understand the key aspects of international strategic management
- Understand the key aspects of the European competitive environment and their implications on corporate strategy

Main themes

Identify and review the key issues related to corporate strategies within the European competitive environment post-1992. Develop an understanding, at the European level, of the key aspects of the competitive performance of firms and groups, such as : the "triadisation" aspects, the key milestones in terms of growth, age and complexity, the international competitive environment, globalisation and growth.

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 information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Prerequisite : Basic concepts of strategy

Pedagogic team: Teachers

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion	(5 credits)	Mandatory
ECGE3DS/AC	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (audit et contrôle de gestion)	(5 credits)	Mandatory
ECGE3DS/FN	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (finance d'entreprise)	(5 credits)	Mandatory
ECGE3DS/IM	Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)	(4.5 credits)	Mandatory
ECGE3DS/IO	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)	(4.5 credits)	Mandatory