LLSMS2061

2015-2016

Corporate Strategy in Europe

5.0 credits	30.0 h	1q

Teacher(s) :	Gailly Benoît ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Prerequisites :	Basic knowledge of strategy issues, equivalent of 5 ECTS i that field
Main themes :	Scope of the activity (Main themes addressed) Identify and review the key issues related to corporate strategies within the European competitive environment.. 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.
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2.Decide and act by incorporating ethical and humanistic values ,' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 5. Work effectively in an international and multicultural environment 5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 6. Teamwork and leadership 6.1. Work in a team... 7. Project management 7.2. Organize, manage and control the process, ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 9. Personal and professional development 9.1. Independent self-starter ' At the end of this course, the student will be able to: -- - At the end of the class, students should be able to master the key aspects of international strategy management, in particular in the European context- At the end of the class, students should be able to master the key aspects of corporate strategies, in particular regarding corporate renewal, purpose and structure *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods :	Evaluation : Class participation, group work and oral examination
Teaching methods :	Methods In-class activities 1 Lectures At home activities 1 Readings to prepare the lecture 1 Paper work 1 Students presentation
Content :	1. Understanding the context: Where we are, where we go The European level The international dimension The industry context 2. Defining the corporation: Why and how we function as a firm

	Corporate purpose Corporate parenting
Bibliography :	: No TEXTBOOK. SLIDES compulsory and available on line . No book protected by copyright. . READING FILE compulsory and available on line Supports available on line are on ICAMPUS.
Other infos :	Internationalisation 1 international content Corporate features 1 corporate guest Skills 1 team work Techniques and tools for teaching and learning 1 Internet work
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Multilingual Communication	MULT2M	5	-	🔍
Master [120] in Communication	CORP2M	5	-	🔍
Master [120] in Management	GEST2M	5	-	🔍
Master [120] in Management	GESM2M	5	-	🔍
Master [120] in Business engineering	INGE2M	5	-	🔍