

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q1
-----------	--------	----

Teacher(s)	Cornuel Eric ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	<p><b>INDICATIVE LESSON PLAN</b></p> <p>1) <u>September 16, 1800 / 2115 AGOR 12</u>  <b>A changing environment</b></p> <p>2) <u>September 17, 1800 / 2115, AGOR 12</u>  <b>A changing environment (cont)</b></p> <p>3) <u>September 30, 1800 / 2115, AGOR 12</u>  <b>Strategy, competitive advantage, and generic strategies</b>  <b>Corporate strategy and portfolio management</b></p> <p>4) <u>October 1, 1800 / 2115, AGOR 12</u>  <b>Corporate strategy and portfolio management</b></p> <p>5) <u>October 14, 1800 / 2115, AGOR 12</u>  <b>Management and opportunities in the "New Europe"</b></p> <p>6) <u>October 15, 1800 / 2115, AGOR 12</u>  <b>Cooperative Strategies: Collaborations, Alliances and Joint Ventures.</b></p> <p>7) <u>November 4, 1800 / 2115, F2F or TEAMS</u>  <b>Management in Asia</b></p> <p>8) <u>November 5, 1800 / 2115, F2F or TEAMS</u>  <b>Case: Management and opportunities in the "New Europe".</b></p> <p>1. H&amp;C                  2. Managing in Poland                  3. MOL</p> <p>9) <u>November 18, 1800 / 2115, F2F or TEAMS</u>  <b>Cases: Cooperative Strategies, Collaborations, Alliances and Joint Ventures.</b></p> <p>1. Renault's strategy in European Minivan Business                  2. Essilor's base of the pyramid strategy in India                  3. Competing through alliances: Air France and KLM</p> <p>10) <u>November 19, 1800 / 2115, F2F or TEAMS</u>  <b>Case: Management in Asia</b></p> <p>1. Guandong Galanz                  2. Hard Choices: best buy and five star in China</p>
Aims	<p>1 To give young non executive graduates the opportunity to learn how to cope with general strategic managerial problems</p> <p>----</p> <p><i>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".</i></p>
Evaluation methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Students will be evaluated on the following points:</p> <ul style="list-style-type: none"> <li>• Participation and contribution to discussions.</li> <li>• Presentation (group) of a case. Each presentation must be prepared on powerpoint and will be debated with the audience.</li> </ul>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>The course is organized on the basis of lectures and case studies.</p>

Content	<p>The objective of this course is to review the main concepts, methods and tools used in strategy formulation and implementation, identify situations in which they can be applied effectively, and understand the limitations of the approaches.</p> <p>Particular attention will be paid to international strategy:</p> <ul style="list-style-type: none"> <li>• Major socio-economic changes,</li> <li>• Alliances, joint ventures &amp; acquisitions,</li> <li>• International implementation,</li> <li>• Opportunities and risks in emerging countries.</li> </ul>
Other infos	<p>The course will be given in face-to-face, distance learning, or a mix of both depending on the evolution of the health situation caused by the COVID-19 epidemic.</p>
Faculty or entity in charge	<p>CLSM</p>

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management (shift schedule)	<a href="#">GEHD2M1</a>	5		