









5.00 credits

30.0 h

Q1

Teacher(s)	Janssen Frank ;
Language :	English
Place of the course	Bruxelles Saint-Louis
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ul style="list-style-type: none"> - identify and define the fundamentals of corporate strategy and management - understand the broad outlines of how companies operate
Evaluation methods	<p>Group oral presentation and written assignment (6/20)</p> <p>Written exam (14/20)</p>
Teaching methods	Courses, case studies, presentations, managers' testimonies, debates
Content	<ul style="list-style-type: none"> - strategy - governance - external and internal analysis - development strategies - internationalization - SMEs, innovation and entrepreneurship
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMB1BA	5		
Bachelor in Information and Communication (French-English)	COAB1BA	5		
Bachelor in Information and Communication (French-Dutch-English)	COTB1BA	5		
Bachelor in Economics and Management (French-English)	ECAB1BA	5	EKULB1320	
Bachelor in Economics and Management (French-Dutch-English)	ECTB1BA	5	BECGE1324	
Bachelor : Business Engineering (French-English)	INAB1BA	5	EKULB1320	
Bachelor : Business Engineering (French-Dutch-English)	INTB1BA	5	BECGE1324	
Bachelor of Science in Business Engineering	BBEB1BA	5	EKULB1320	
Bachelor in Economics and Management [Dual Bachelor's degree for the holder of a Bachelor in Law]	ECGB1BA	5		