



5.00 credits	30.0 h	Q2
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Teacher(s)	Bascle Guilhem ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>Students will learn the set of strategic decisions that foster value creation or destruction through the coordination and configuration of a firm's presence in two or more businesses within Europe, and the modes of developments a firm has at its disposal to grow outside its national market, within Europe or globally.</p> <p>Many dimensions of our approaches to value-creation and more generally some skills—such as an ability to solve complex business problems—that you will learn or develop in this course, should come in handy or could be productively redeployed in any kind of position, organization or sector you will be targeting upon completion of your university curriculum.</p>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>Having regard to the LO of the programme, this activity contributes to the development and acquisition of the following LO:</p> <p>1 At the end of this course, the student will be able to:</p>
Evaluation methods	<p>For the first session:</p> <p>Continuous evaluation (100%)</p> <ul style="list-style-type: none"> • Date: <i>Every week</i> • Type of evaluation: <i>Case study (document to be delivered)</i> • Comments: <i>Marks carried over into September</i> <p>For the second session (resit, if necessary):</p> <p>Continuous evaluation (60%)(see above) and</p> <p>Examination session (40%) (oral exam via Teams or on site):</p> <ul style="list-style-type: none"> • Second session (if necessary): <ul style="list-style-type: none"> • Oral: Yes (10-15mn per student) • Written: No • Type: Questions posed to the student in spoken form • In session <p>By submitting an assignment for evaluation:</p> <ul style="list-style-type: none"> - You assert that the assignment accurately reflects the facts. To make this assertion, you need to have verified these facts, especially if they originate from generative AI resources. - You assert that all sources, beyond what is considered common knowledge, are properly attributed. Common knowledge refers to information that a knowledgeable reader can assess without needing confirmation from another source. - You assert that you have adhered to all specific requirements of your assigned work. This includes the requirements for transparency and proper documentation of your process. If it was not possible to fulfill any requirement, you must provide an explanation. <p>If any of these assertions are found to be untrue, whether due to intent or negligence, it constitutes a violation of your commitment to truth and potentially other aspects of academic integrity. Such a violation is considered academic misconduct.</p> <p>Position of the course on the use of generative AI:</p> <p>Students are permitted to use generative AI tools for their assignments. However, it is mandatory to acknowledge their use in the appendix of each assignment by including a declaration formatted as follows:</p> <p>"We acknowledge the use of [insert the name of the generative AI tool used] to [insert the purpose of using this AI tool]. The main prompts used include [list the prompts that were utilized]. The output from these prompts was used to [explain how the prompts were utilized in the assignment]."</p> <p>Students are responsible for ensuring that all sources are cited appropriately. Failure to disclose the use of generative AI will be considered academic dishonesty, as defined in Articles 107-114 of the RGEE.</p> <p>By submitting their assignments, students accept full responsibility for the content, including any output generated by AI. This responsibility includes adherence to all rules regarding referencing and citations.</p>

Teaching methods	<ul style="list-style-type: none"> • Mandatory readings • Class lectures related to mandatory readings • Case study • Group project <p>Presence is mandatory and a condition for success</p>
Content	<p>Students will learn the set of strategic decisions that foster value creation or destruction through the coordination and configuration of a firm's presence in two or more businesses within Europe, and the modes of developments a firm has at its disposal to grow outside its national market, within Europe or globally.</p> <p>Many dimensions of our approaches to value-creation and more generally some skills—such as an ability to solve complex business problems—that you will learn or develop in this course, should come in handy or could be productively redeployed in any kind of position, organization or sector you will be targeting upon completion of your university curriculum.</p>
Inline resources	<p>https://moodle.uclouvain.be/course/view.php?id=2749</p>
Bibliography	<p>Lecture slides: Computer-projected overhead lecture slides will be posted on Moodle before the class.</p> <p>Readings:</p> <ul style="list-style-type: none"> • Barney, J. B., & Hesterly, W. S. 2018. <i>Strategic management and competitive advantage</i> (6 ed.). Upper Saddle River, N.J.: Pearson. • FitzRoy, P., Hulbert, J., & Ghobadian, A. 2016. <i>Strategic management: The challenge of creating value</i> (3 ed.). New York, N.Y.: Routledge. • Grant, R. M. 2019. <i>Contemporary strategy analysis</i> (10 ed.). West Sussex: John Wiley & Sons. • Hill, C. W. L., Jones, G. R., & Schilling, M. A. 2016. <i>Strategic management theory: An integrated approach</i> (12 ed.). Mason, O.H.: South-Western College. • Hoskisson, R. E., & Hitt, M. A. 1994. <i>Downscoping: How to tame the diversified firm</i>. New York, N.Y.: Oxford University Press. • Whittington, R., Angwin, D., Regnér, P., Johnson, G., & Scholes, K. 2023. <i>Exploring strategy</i> (13 ed.). Essex: Prentice Hall. • Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland, A. J. 2016. <i>Crafting & executing strategy: The quest for competitive advantage</i> (20 ed.). New York, N.Y.: McGraw-Hill.
Other infos	<p>OTHER ISSUES OF CONCERN:</p> <p>Exchange students: Exchange students need to take the exam (i.e., potential resit) on the day and time of the exam like the other students.</p> <p>Prerequisite: One course in strategy/strategic management. Because this is an advanced course in strategic management that includes assignments and materials directly related to the foundations of strategic management, this course is pitched at a level that assumes some familiarity with the basics of strategic management. Students who register to this course certify that they have the prerequisite knowledge that is requested to be able to follow this course; the instructor will not teach these prerequisite items.</p> <p>Students who do not possess these foundations can nonetheless enroll in this course, provided that they read in advance in traditional strategy textbooks and scientific articles (important references will be provided) the topics to be covered in each session; this will be expected (to be familiar with the basics of strategic management) and important (for your success in this course).</p> <p>Preparation for class: Students are expected to articulate an in-depth understanding of the course material, and to prepare for class individually and with other course participants as the amount of work to be conducted is significant, with a tangible time pressure.</p> <p>Attendance: Attendance is required; the real value from this course takes place in the classroom and each class including a workgroup session.</p> <p>Limited access to the course: the number of Incoming students is limited to 25</p> <p>Teaching Assistant: Marco Daprà</p>
Faculty or entity in charge	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	5		
Advanced Master in European Business and Economic Policy	EBEP2MC	5		
Master [120] in Management	GEST2M	5		