





5.00 credits

30.0 h

Q1

Teacher(s)	Callens Isabelle ;Hermant Pierre ;
Language :	French
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"> • define a strategic positioning within its industry • choose a strategic direction that creates value • manage a portfolio of activities • understand how the main organizational structures work
Evaluation methods	The assessment is a written examination. It is divided into two parts. The first part includes short questions designed to verify the knowledge of the main concepts and key ideas of the course. The second part consists of the analysis of a case containing a real management situation. It will assess the understanding and mastery of the different concepts.
Teaching methods	The course is taught as a lecture. It is constantly anchored in business news.
Content	The course is divided into three parts: <ul style="list-style-type: none"> - the first part is dedicated to the definition of a company's strategy (competitive analysis, strategic choices); - the second part covers the analysis of corporate logics; - the third part focuses on the understanding of organisational structures (basic principles, organisational methods).
Bibliography	Pour aller plus loin : Garette et al. (2009) Strategor, Dunod. Johnson G., Scholes K., Whittington R. et Fréry F., Stratégique, 8è édition, Pearson Education 2008, 720p.
Other infos	Syllabus on the intranet of Saint-Louis University.
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	ECGB1BA	5	BECGE1322	
Bachelor : Business Engineering	INGB1BA	5	BECGE1322	