

GEST S 401

Corporate Strategy

ACADEMIC YEAR

2025-2026

Course teacher(s) Koen Tackx	Crédits ECTS	Language(s) of instruction English
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Course content.

- What is Strategy?
- Goals, Value Creation, Value Capturing, Sustainable Value Distribution
- Industry Analysis
- Resources and Capabilities
- Business Model Innovation
- Sustainable Business Models
- International Strategy
- Strategy in practice: focus on tools and processes

Objectives (and/or specific learning outcomes).

COURSE SPECIFIC

- To develop a thorough understanding on why some companies are more successful than other companies
- To analyze and synthesize the broader picture in which strategic decisions are taken
- To apply specific tools that can be used in a managerial and/or consultancy and/or entrepreneurship environment

CONTRIBUTION TO THE TEACHING PROFILE (FROM MANAGEMENT SCIENCE)

- LO 1.1: Integrate sustainable development into problem analysis
- LO 1.2: Master and apply key economic and management concepts, frameworks and theories in a professional context to identify a business opportunity and build a relevant innovative solution to it
- LO 2.2: Display critical thinking and develop autonomous learning strategies and techniques
- LO 4.1: Work and communicate effectively as part of a team in an international and multicultural environment

Required knowledge and skills (supplement to the list of required courses)

- Course Microeconomics and/or Industrial Organization
- Course Business or Managerial Economics
- Course Finance
- English proficiency

Teaching methods and learning activities

Interactive Classes and Team Projects in English language

References, bibliography and recommended reading

Essential material:

Contemporary Strategy Analysis Text and Cases -12th Edition

Author: Robert M. Grant - Publisher: Wiley - Year: 2025

Course notes

Handouts of slides published on UV

Place(s) of teaching

- > Solbosch – see platform for exact location

Evaluation

Evaluation methods

No formal exam but extensive interaction during the year: preparation of cases – class discussions – two group projects with presentations/discussions – class participation. Excellent knowledge of English is required.

Determination of the mark (including the weighting of partial marks)

Total 20 points, split as follows:

- First Team Assignment preparation and presentation: 4 points
- Second Team Assignment preparation and presentation: 10 points
- Individual preparation of cases and class participation: 6 points

Main language(s) of evaluation

- > English

Contact

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