

Course name - Mnemonique
I. General information
Title of the teaching unit * Corporate Strategy
Course language * English
Level of the qualification framework *
Discipline * Strategy
Lecturer(s)* [including the coordinator] * Koen Tackx
II. Location of the course
Co-required teaching unit(s) *
Pre-required teaching unit(s) * <ul style="list-style-type: none"> • Course Microeconomics and/or Industrial Organization • Course Business or Managerial Economics
Pre-required knowledge and skills *
Study programme(s) featuring the teaching unit
III. Objectives and methodologies
Contribution of the teaching unit to the programme profile *
Objectives of the teaching unit (and/or specific learning outcomes) * <ul style="list-style-type: none"> • To develop a thorough understanding on why some companies are more successful than others • 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 environment
Contents of the teaching unit * <ul style="list-style-type: none"> • What is Strategy? • Goals, Value Creation, Value Capturing • Industry Analysis • Resources and Capabilities • Disruption and Corporate Renewal • Strategy in practice: focus on tools and processes
Teaching method and learning activities * <p>Interactive class teaching & excercises Case preparation and discussion Project Presentations</p>
Essential course materials * <p>Contemporary Strategy Analysis Text and Cases Tenth Edition Author: Robert M. Grant Publisher: Wiley Year: 2018</p>
Other course materials
References, bibliography and recommended reading *
IV. Assessment

Method(s) of assessment * individual preparation of cases + two team projects + class participation	
Construction of the mark (including the weighting of the various partial marks) *	
Assessment language * English	
V. Practical organisation	
Organising institution * ULB	
Managing faculty * Koen Tackx	
Four-month period *	
Schedule * Autumn	
Schedule volume	
VI. Educational coordination	
Contact *	
Teaching location * ULB R42	
VII. Other information relating to the teaching unit	
Notes	