

Vesalius College

Course description

Course title: Corporate Strategy

Course code: MGT 312 / BUS 391

Teacher responsible: Jean Bellemans

Course description: This is a business capstone course focusing on strategy formulation, implementation and the performance of business. It deals with the identification and analysis of external opportunities and constraints, and with the development of internal capabilities in response to these factors. The course investigates the main functions of the corporation: products/services, research and development, manufacturing, logistics, marketing, finance/accounting, and human resources. It is primarily case-study driven.

Course objectives: The main objective of the course is, through lectures and readings, and through the analysis and the discussion of cases covering a number of corporations in a variety of industries/sectors and of countries, to enable the students to:

- analyze any situation in which corporate strategic decisions must be made;
- determine the main strategies to consider;
- determine the main advantages and disadvantages of each of these strategies;
- choose the "best" strategy;
- implement it.

Other objectives of the course are to help students:

- find and analyze the information available on specific industries/sectors and on specific companies;
- on the basis of this analysis, draw the appropriate conclusions concerning the industries/sectors and the companies considered.

Grade weighting scheme:

- (1) Preparation of the classes (including the written assignments): 40 %.
- (2) Class attendance and class participation (i.e. quantity and quality of the participation in the class discussions): 10 %.
- (3) The mid-term examination: 20 %.
- (4) The final examination: 30 %.

Course material used (handbooks, readers, readings, newspapers, magazines) and references:

- (1) "Casebook", containing all the cases and most of the readings assigned.
- (2) Documents handed out in class.
- (3) "Financial Times".