

- Faculté des sciences économiques
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## Media Strategy and Leadership (5AJ2045)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en journalisme</b>	<b>Cours: 2 ph</b>	<b>cont. continu</b>	<b>3</b>

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Automne

### Equipe enseignante:

Prof. Cinzia Dal Zotto  
University of Neuchatel  
Académie du Journalisme et des Médias  
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### Objectifs:

This course concerns the conceptual and practical meaning of strategic and human resource management as well as their importance and application within media firms of different sizes and sectors. The objective of the course is to provide students with a framework for understanding (1) strategic processes such as start up of new firms, growth of young firms as well as development, transformation and rejuvenation within established firms as well as (2) the human resource management and, in particular, the leadership skills needed to manage strategic processes within media firms.

After completing this course, students will be able to:

- Understand and critically analyze the conceptual and practical meaning of strategic and human resource management
- Analyze and discuss the main approaches to strategic management processes and understand which is most suitable for a given media organizational situation
- Understand the strategic functions of human resource management and leadership, as well as their interdependencies with growth and change processes.

### Contenu:

The major components of this course are as follows:

- Strategic Mission, Strategic Positioning and Analysis
- Stakeholders, Corporate Governance and Corporate Social Responsibility
- Leadership and Strategic Change, Leadership in the Media
- Strategic Direction and Methods, Mergers and Acquisitions, Strategic Alliances
- Firm Growth, Strategic Development and Innovation: Entrepreneurial Orientation and Business Plans

### Forme de l'évaluation:

Continuous evaluation during the course and project presentation at the end of the course. Detailed information about the assignments will be announced at the beginning of the semester.

Reexamination: written exam (2 hours)

### Documentation:

- Jonson, G. & Scholes, K. & Whittington, R. (last edition): Exploring Corporate Strategy. London: Prentice Hall
- Whittington, R. (2001): What is Strategy – and does it matter (2nd edition). London: Routledge
- Küng, Lucy (2008): Strategic Management in the Media. London: Sage.
- Banfield, P. & Kay, R.: Introduction to Human Resource Management. Oxford University Press
- Barret, R. and Mayson, S (eds.): International Handbook of Entrepreneurship and HRM. Edward Elgar.

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## **Media Strategy and Leadership (5AJ2045)**

Additional readings such as articles, book chapters, and cases are provided during the course for the preparation of group projects/presentations.

### **Forme de l'enseignement:**

3 ECTS credits  
Compulsory/optional (2nd year) course, Master of Arts in Journalism  
Fall semester  
7 weeks / 28 hours  
16. November à€“ 8. December 2011