

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

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication	Cours: 2 ph	cont. continu	3

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

Période d'enseignement:

- Semestre Printemps

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 management as well as its 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) human resource management and, in particular, 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 situation in media firms
- 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, Corporate Social Responsibility
- Strategic Direction and Methods
- Strategic Development and Innovation, Entrepreneurial Orientation
- Leadership and Strategic Change, Leadership in the Media

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.

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

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projects/presentations.

Forme de l'enseignement:

3 ECTS credits

Optional (2nd year) course, Master of Arts in Journalism, Fall semester, 28 hours

Blocks of 4 hours each with lectures, case studies and students' projects presentations.