

- Faculté des sciences économiques
- www.unine.ch/seco

International Strategy (5EN2027)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	Voir ci-dessous	6
Master in General Management	Cours: 4 ph	Voir ci-dessous	6

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

Période d'enseignement:

- Semestre Automne

Equipe enseignante

Professor Claudia Jonczyk Sédès, Teaching Assistant: Oussama DAROUICHI

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Objectifs

Firms can create competitive advantage by managing successfully in the global world. The course International Strategy focuses on challenges and opportunities created for firms by globalization. The aim of the course is to provide students with conceptual tools and necessary skills to better understand and analyse these challenges and opportunities when expanding abroad. The course will help students to lead with a global mindset in the complex international environment.

Contenu

- 1 - Differences across countries: The impact on management practices
- 2 - Key success factors for successful international expansion
- 3 - Location decisions
- 4 - Generic international strategies
- 5 - Deciding on modes of market entry
- 6 - Choosing the extent of product adaptation
- 7 - Organizing the international firm
- 8 - Strategy implementation in the West and in the East
- 9 - Managing political risks

Forme de l'évaluation

In-class participation: 30%

Group project: 50%

If a representative from the company attends the final presentation, students will get a bonus of 0.5 points

Strategy implementation in the West: Simulation 1: 10%

Strategy implementation in the East: Simulation 1: 10%

In case of a failure/insufficient grade average students have to take a two hour written re-sit exam at the end of the class accounting for 100% of the final grade. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorized will be removed. The exam would be deemed as failed.

Documentation

1. Ghemawat, Pankaj. Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter. Boston, MA: Harvard Business School Press, 2007.
 2. Collis, David. International Strategy, Wiley, 2014.
 3. Peng, Mike and Klaus Meyer. International Business, Cengage, 2011.
- Students may also find recommendations for session specific articles on Moodle.

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Handouts for the lectures will be available at the course website after the corresponding lecture.

Forme de l'enseignement

The classes will be a mixture between lectures, case discussions, exercises and simulations. Students are expected to come to class having read the cases and are expected to participate.