

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## Strategic Management (5EN2038)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master in General Management</b>	<b>Cours: 4 ph</b>	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

The purpose of this course is to prepare students for the strategic problems they will face once they become managers, consultants or executives. With a teaching method based on the use of specific tools and concepts, students will acquire the necessary skills to make a strategic evaluation of a company, based on the industry competitive dynamics as well as the resources and capabilities of the firm. Students will learn to analyze strategic decisions of companies and understand the concept of sustainable competitive advantage. The course will help develop their critical thinking and decision making for strategic management, at both individual and collective levels.

### Contenu

The course is built around four themes :

1. Introduction to strategic management
2. Strategic analysis: competitive analysis, resources and competences
3. Strategic choices: competitive strategies, corporate strategy, strategic options (alliances, mergers, acquisitions, diversification, etc.)
4. Strategy implementation: strategy and organization, allocation of resources and control, managing change, the link between strategy, structure and culture

### Forme de l'évaluation

Class participation: 30%  
Group project: 50%  
Strategy implementation simulation and report: 20%.

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

The main textbook used for this class is:  
Johnson, Whittington, Scholes, Angwin, Regnér, Exploring Strategy, Pearson, 10th edition, 2014.

Students may also find recommendations for session specific articles on Moodle.

Selective Bibliography:  
Kim W.C., Mauborgne R., Blue Ocean Strategy, Harvard Business School Press, 2005.

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### **Strategic Management (5EN2038)**

Porter M., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, 1985.

#### **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.