

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

### International Strategy (5EN2027)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<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: Anaxamène Dimitriades

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#### Contenu

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

#### Forme de l'évaluation

In-class participation: 20%  
Group consulting project: 30%  
Article/case presentation: 20%  
Strategy implementation in the West: Simulation 1: 15%  
Strategy implementation in the East: Simulation 1: 15%

In case of a failure/insufficient grade average students have to take a two hour written re-sit exam during retake exam session 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.

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

#### Pré-requis

Students need to have followed a Strategic Management/Strategy class. This class takes for granted that they are familiar with general strategy

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### **International Strategy (5EN2027)**

concepts such as strategic positioning, competitive advantage, resource based view, organisational core competencies, blue ocean strategy.

#### **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.

#### **Objectifs d'apprentissage**

Au terme de la formation l'étudiant-e doit être capable de :

- Evaluate and recommend options for strategic decisions companies face in their international operations
- Explore different strategic options for international challenges and their consequences
- Describe how the international social, political, economic and competitive environment impact firms' development, performance and survival
- Demonstrate a working knowledge of international strategy concepts and strategic analysis of international business cases
- Present and defend the strategic analysis of a selected international business issue a company is facing
- Synthesise and evaluate the key findings of an article on selected aspects of international strategic management
- Apply analytical frameworks to analyze the strategic challenges and choices of companies in an international context
- Identify and extract information from publicly available sources

#### **Compétences transférables**

- Manage a project
- Develop hands-on, pro forma modelling skills using Excel
- Apply knowledge to new situations
- Manage a project
- Decision making