

- 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
Master of Science en innovation	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: Yao Ma

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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 in China
- 9 - Managing political risks
- 10 - Expats managing in an international environment

Forme de l'évaluation

In-class participation: 20%
Mid-term exam: 30%
Article/case presentation: 25%
Strategy implementation in the East: Simulation: 25%

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

- Faculté des sciences économiques
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Students need to have followed a Strategic Management/Strategy class. This class takes for granted that they are familiar with general strategy 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, a simulation and a few invited guest speakers. 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 the 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

- Apply knowledge to new situations