

- Faculté des sciences économiques
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Strategic Management (5EN2038)

| Filières concernées | Nombre d'heures | Validation | Crédits ECTS |
|--|--------------------|-----------------|--------------|
| Master in General Management | Cours: 4 ph | Voir ci-dessous | 6 |
| Master of Arts en innovation, orientation Innovation et société | Cours: 4 ph | Voir ci-dessous | 6 |
| Master of Law 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 and Dr. Vincent Nassar

Teaching Assistant: Yao Ma

Institute of Management
A.-L. Breguet 2
CH-2000 Neuchâtel
claudia.jonczyk@unine.ch
Phone: +41 32 718 1470

vincent.nassar@unine.ch
yao.ma@unine.ch
Phone: +41 32 718 1961

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 and acquisitions, diversification, internationalisation)
4. Strategy implementation: Managing change, the link between strategy, structure and culture, strategy and organisation

Forme de l'évaluation

Class participation: 20%
Group project - Strategic assessment of a company: 40%
Strategy implementation simulation: 10%
Final exam: 30%

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the exam will be deemed as failed. In case of a failure/insufficient grade, students have to take a written re-sit exam for which the same evaluation mode applies as for the exam.

Documentation

The main textbook used for this class is:
Whittington, Angwin, Regner, Johnson & Scholes, Exploring Strategy, Pearson, 12th edition, 2019.

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

Additional bibliography:
Kim W.C., Mauborgne R., Blue Ocean Strategy, Harvard Business School Press, 2005.
Porter M., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, 1985.

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Pré-requis

There are no prerequisites for this class.

Forme de l'enseignement

This class consists of a mixture of lectures, case discussions, exercises, presentations and a simulation. 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 :

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

Compétences transférables

- Manage a project
- Discuss complex issues and interactions
- Communicate results orally
- Communicate results in writing
- Apply knowledge to new situations
- Carry out critical and evidence-based analyses