

- 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. Umair Khan

Teaching Assistant: Yao Ma

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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, internationalization)
4. Strategy implementation: Managing change, the link between strategy, structure and culture

Forme de l'évaluation

Class participation: 20% (series of quizzes)
Group project - Strategic assessment of a company: 40% (15% mid-term presentation, 25% final presentation)
Strategy implementation simulation: 10%
Final exam: 30%

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exam. In case of violation of these rules, the exam will be deemed as failed.

Modalités de rattrapage

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 use the 11th edition of this title, yet not any earlier ones.

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

Additional bibliography:

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

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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.

Pré-requis

There are no prerequisites for this class.

Forme de l'enseignement

The class consists of a mixture of lectures, case discussions, exercises, presentations and a simulation. Students are expected to come to class having read the case and required book chapter 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
- 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