

- 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
<b>Master of Science en innovation</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: 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 - Learning from internationalization
- 6 - Organizing the international firm: Headquarter - subsidiary relationships
- 7 - Generic international strategies
- 8 - Strategy implementation in China
- 9 - Expats managing in an international environment and managing expats
- 10 - Managing political risks in a changing geopolitical landscape

#### Forme de l'évaluation

In-class participation: 10%  
Individual assignment/quiz: 30%  
Company group project: 50% (10% mid-term presentation, 20% final presentation, 20% final report)  
Strategy implementation in the East simulation: 10%

#### Modalités de rattrapage

In case of a failure/insufficient grade students have to pass an individual 2h written closed book exam during the exam session that demonstrates their understanding of the topics covered in class. This exam will account for 100% of the grade. Neither documents nor connected devices are permitted during the exam. In case of violation of these rules, the exam will 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.

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

#### Pré-requis

Students need to have completed a Strategic Management/Strategy class prior to starting this class. This course takes for granted that they are

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

familiar with general strategy concepts such as strategic positioning, competitive advantage, resource based view, organisational core competencies, blue ocean strategy, diversification etc.

#### **Forme de l'enseignement**

The classes are a mixture between lectures, case discussions, exercises, a simulation, group project presentations and short guest speakers talks. 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 articles 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**

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