

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

Strategic Management II (5EN2047)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master in General Management	Cours: 2 ph	Voir ci-dessous	3
Master of Arts en innovation, orientation Innovation et société	Cours: 2 ph	Voir ci-dessous	3
Master of Law en innovation	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Professor Claudia Jonczyk Sédès
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Contenu

The "Strategic Management 2" class is the continuation of "Strategic Management 1" and builds on the learnings acquired in the last semester.

The course is built around two themes:

1. Strategic choices: Corporate strategy and strategic options (alliances, mergers and acquisitions, diversification, internationalisation)
2. Strategy implementation: Linking strategy, structure and culture; implementing strategic change

Forme de l'évaluation

Case submissions: 20% (group work)
Strategy implementation simulation: 20% (group work)
Final exam during the exam session: 60%

Final exam: The presence based final exam will be a closed-book exam lasting 120 minutes during the exam session. Physical dictionaries provided for consultation by the university are allowed. Neither documents nor connected devices are permitted during the exam. In case of violation of these rules, the exam will be deemed as failed.

In case of an online based exam session, the exam will be in an open book format lasting 120 minutes during the exam session. Physical dictionaries are allowed. Class documents will be allowed, yet any exchanges with third parties are forbidden.

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 find recommendations for session specific articles on Moodle.

Additional bibliography:
Kim W.C., Mauborgne R., Blue Ocean Strategy, Harvard Business School Press, 2005.

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Pré-requis

Students must have passed the Strategic Management 1 class.

Forme de l'enseignement

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

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

Compétences transférables

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