

- 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

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 Mr. Oussama Darouichi

Teaching Assistant: Anaxamène Dimitriades

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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, internationalisation)
4. Strategy implementation: Strategy and organization, managing change, the link between strategy, structure and culture

Forme de l'évaluation

Class participation: 20%
Group project - Strategic assessment of a company: 50%
Strategy implementation simulation and lessons learned: 10%
Article/case presentation: 20%

In case of a failure/insufficient grade average students have to take a two hour written re-sit exam at the end of the class 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

The main textbook used for this class is:
Johnson, Whittington, Scholes, Angwin, Regnér, Exploring Strategy, Pearson, 11th edition, 2017.

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 change 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
- Carry out critical and evidence-based analyses
- Decision making
- Communicate results in writing
- Develop hands-on, pro forma modelling skills using Excel
- Apply knowledge to new situations
- Communicate results orally
- Manage a project